

# This Is Your Desert Sun Progress Edition

Contains 70 Pages  
Of News, Pictures

The paper you're holding in your hands right now is part of the biggest, most picture-packed, news-jammed publication ever printed by The Desert Sun.

Published as a Desert Progress Edition, this 70-page edition—in five sections including a 24-page color magazine—tells the story of the growth of the desert area, its troubles and its joys, its hopes and its fears.

Into it went the combined effort of the entire staff of The Desert Sun, augmented with aid from the Palm Springs and Palm Desert Chambers of Commerce, Bill Anderson, Gayle Studio and Val Samuelson and many others.

Growth has been measured in terms of the desert of yesteryear by Editor Emeritus R. F. "Phat" Graettinger, school development and growth preparation by Allen Le Ance and an overall appraisal of the entire growth of this vast desert region by Sun Managing Editor Don Klotzbuecher.

Read it carefully and, if you like what you see, order a copy or two for out-of-state friends. They'll be amazed—as we were—at the composite story of this fabulous land.

## JEWISH CENTER RENAMES LEVIN

Jewish Community Center unanimously re-elected A. L. Levin, at the general membership meeting, and he will be installed in ceremonies scheduled for April 8.

Installation ceremonies will follow a Community Center dinner at 7 p.m., April 8.

Unanimous balloting at last week's election also placed Low Levy in office as vice president of the center.

OTHER NEW officers elected were Mrs. John Chernus, Sigmund Ebrens, Arthur Hersh, Morton Rosenbaum and Mrs. Mel Wasserman.

They will be named to new offices at a board of directors election Monday.

Center directors continuing in office are Henry Birns, Jerome Gore, Max Grone, Herbert F. Hass, Zachary Pitts, Emanuel Rothman, and Morton Weissman. Advisory board members are William H. Friedman, Stanley Rosin and Saul Ruskin.

IN ACCEPTING his executive post, Levin commended center board members for their activities of the past year.

He particularly cited the in-



A. L. LEVIN

crease in membership, the acquisition of a dedicated cemetery, the completion of plans for a nursery school and the benefit review of the Palm Springs Playhouse production of "The Diary of Anne Frank," which, he said, will become an annual community center event.

## Capping Fresh Water Wells Poses Salton Sea Problem

Coachella Valley water conservationists are currently wading through a new Salton Sea problem.

They'd like to find out how you can free-flowing wells buried deep beneath the surface of the Salton Sea—without spending a young fortune for a few thousand feet of concrete plugs.

THE SITUATION was brought to light by Col. James Westfield, of Mecca, who claimed that several fresh water wells were buried when the Salton Sea rose to new heights about 10 years ago. And they're still flowing.

"We can conserve a good deal of our underground water by controlling these flowing wells," Westfield told members of the Coachella Advisory Committee.

"It would be a good idea for us to find ways and means of locating and capping these wells," he said, pointing out that two sub-surface wells have been pinpointed.

WESTFIELD'S report stirred up a ripple of concern from CVAPC members who agreed that well-capping could go a long way towards water conservation, particularly since they apparently waste the only potable water currently available in the Salton Sea area.

"Instead of capping the wells, why not have the water recovered and used for the potential residents of the new Salton Sea subdivisions," suggested Palm Springs Chamber of Commerce manager Jimmy Cooper.

The high cost of well-capping was disclosed by Art Cavanaugh, manager of the Mosquito Abatement District.

CAVANAUGH SAID his agency had located numerous surface wells flowing freely on Coachella.

LIONS TO SERVE  
DESERT CIRCUS  
BREAKFAST APRIL 4

Breakfast for 2,000 isn't the normal housewife's idea of a pleasant way to start the day, but the Palm Springs Lions Club aren't housewives, either.

At 6:30 a. m., April 4, in conjunction with the Desert Circus, Village Lions will take over the Safeway parking lot and serve orange juice, a tall stack of hot-cakes, syrup, eggs, sausage and hot coffee—all for a buck—to visitors and local residents alike.

Valley land.

"We've capped a few," he noted, adding the cautioning note that "property owners are required by law to cap unused wells."

But well-capping is expensive, Cavanaugh said, explaining that some of these wells penetrate to a depth of 1,400 feet.

Plugging a well means filling it with fresh cement, from the bottom up—a project that can run from \$4,000 up.

CAVANAUGH ALSO noted that many Coachella Valley farmers are now drawing water from the Colorado River. But their wells, he said, are still flowing, he said.

Francis Crocker, of Palm Springs, came up with the idea of bringing the water up above Point Happy and releasing it to build up the water table.

But the big problem still remains—cap the Salton Sea wells, when you find them.

## Talk Safety

## Bill Thompson Is Speaker At Lions' Fathers-Kids Day

It's important to talk safety—but it's more important to live safely, Palm Springs Lions Club and guests were told yesterday by Bill Thompson at their annual Fathers and Kids Day at the Chi Chi.

Bill Thompson, now affiliated with the Union Oil Company and a member of the Citizens' Advisory Committee on Crime Prevention, held the close attention of a large audience of Lions Club members and their sons and daughters as he discussed safety on the highways, in the home and everywhere.

HIS TALK WAS interspersed with several illustrative stories which convulsed his audience as it, at the same time, drove home lessons of safety.

Thompson's voice was well known to his listeners for he formerly played important roles in radio productions, both for the Fibber McGee program and for Walt Disney.

He had been billed to speak on Juvenile Delinquency but when he espied his audience, he changed and spoke extemporaneously on safety.

ADDRESSING his talk to the youngsters present, he appealed to them to aid in the safety campaign.

He told them how they could help in the campaign by reminding their parents of dangerous spots or practices and how they could practice safety themselves.

The emptiest alibi for accidents is "I wasn't thinking," he said, adding that only constant vigilance can prevent tragedies.

## Reds Offer 'Friendship Pact' to Tibet

Dalai Lama Said  
Fleeing Toward  
Indian Border

NEW DELHI — UPI — The Chinese Communists have offered the Tibetan rebels a new "friendship agreement" in hope of putting down the widespread Tibetan revolt, reports from Kalimpong on the Indo-Tibetan frontier said today.

Tibetan noblemen fleeing to Kalimpong from the Tibetan capital of Lhasa said the Chinese Communists themselves ceased firing in Lhasa after offering to make a new deal with the Tibetans. The revolt was reported still going on outside Lhasa, how ever.

REPORTS REACHING Gangtok, capital of the Indian protectorate of Sikkim which borders Tibet, said the Dalai Lama, spiritual and temporal leader of Tibet, was fleeing southwards to the Indian border but did not plan to enter India.

The reports said the Dalai Lama left Lhasa two days after the revolt broke out and that he planned to join Tibetan resistance forces massed in south Tibet. The group would be expected to flee into India in event of an emergency.

THE COMMUNISTS were reported in control of Lhasa, and the fate of the lamas (monks) in the Dalai Lama's cabinet was not known. It was generally believed they were moving southward over Tibet's tortuous roads with their leader.

In Taipei, Formosa, Dr. Tsiang Ting-fu, Nationalist Chinese representative to the United Nations, said the United Nations may be asked to investigate the uprising. He did not expect intervention because Tibet is not regarded as a sovereign state and is not a U. N. member.

## AF Recovers Data Capsule

CAPE CANAVERAL, Fla. — UPI — The Air Force announced today it recovered a data capsule from the nose cone of an intermediate range Thor missile which made a successful flight of about 1,600 miles Thursday night.

## Live Safety



IT'S REUNION TIME for the first graduating class of Palm Springs High School—the Class of 1959. Planning to reunite the 34 members of the school's first class in a program planned for April, some old classmates pore over the first edition of the Chia, the school's senior annual. Reunion planners include, seated, left to right, Barbara Clatworthy Gish, Willow Nord Martin, Virginia Taylor Fox,

John Crawford Vail and Bernice Strebe Lafrantz. Standing, from left, are Paul Summers, science teacher for the Class of '59, Betty Coffman Kieley, a member of the class of '40 and hostess for the planning meeting, and John Tuchfarber, class of '39 member. (Desert Sun Photo).

## Teen-Agers Are Continuing Good Behavior

Easter vacationing teen-agers continued their stay in Palm Springs by recording a minimum of offenses, but police officers were kept on the jump by answering scores of calls from irate citizens.

Chief of Police August G. Kettman today released figures indicating teen-age activities in the resort city since last Saturday afternoon, and showed that there was a total of 91 complaints filed with the department this year as compared with 130 for the same period last year. Arrests of teen-agers were also down, with a total of 18 arrests having been made since the week's start, compared to 68 last year.

Since 11:30 yesterday police recorded a total of 12 complaints and five arrests. Two teen-agers, suspects in a car clout at a local hotel, were sent home with their parents today.

## STEINBERG NAMED TO ISRAEL MEET

Lionel Steinberg, prominent Palm Springs and Coachella Valley rancher, has been named to represent the State of California at a World Farm Convention in Israel beginning April 4, Gov. Edmund G. Brown announced today.

Steinberg was simultaneously named official delegate to the conference for the California Agriculture Board. He will, he added, also represent newly-elected U. S. Senator Clair Engle at the international meet.

"MORE THAN 25 NATIONS will be represented at this meeting," Steinberg told The Desert Sun today. "The main objective of the convention is to bring about exchange of ideas on how rebuilding and redevelopment of non-arable lands may be accomplished and to note progress that has been made in those areas."

Steinberg said that he felt the two-week convention would be "especially helpful in terms of the Coachella Valley."

"Our soil here in the desert is roughly comparable to the soil of Israel," he said. "I am greatly interested in soil use practices in Israel from that viewpoint."

Also to be discussed in the meeting will be soil conservation methods, resettlement of non-productive land and uses of land that have been unworked.

ISRAEL PREMIER David Ben-Gurion will address the convention on its opening day and one of the several Israeli hosts will be Israeli Agriculture Minister Z. A. Rappaport, who was Steinberg's guest here in the Village two years ago. The Israeli cabinet official spent 30 days here then.

## Railway Workers Ordered to Work

MEXICO CITY — UPI — The government has ordered 19,000 strikers on the nationalized Mexican and Pacific Railway lines to return to work immediately on pain of losing their jobs.

A premature effort to restore service Thursday resulted in a collision between two freight trains in which one railwayman was killed and three were injured. The collision occurred at Yurecuaro.

## Two to Exhibit, Demonstrate Art Techniques

A well known desert artist and a Hollywood mosaic expert will cap a week of Art Mart activity with exhibitions and demonstrations on the grounds of the Desert Inn from 10 a.m. to 5 p.m. Saturday and Sunday.

The pair are: —Chester E. Berg, Village artist who will show a series of landscapes painted during his recent Mexico sojourn. Berg will also demonstrate technique in an on-the-spot painting Saturday and Sunday.

—Carl Kendrick, an associate of the Joseph Young Mosaic Studio in Hollywood. Kendrick, a devotee of the newly-revived art of the ancients, will demonstrate the making of murals and tables.

Other artists whose works will be on view throughout the week and weekend are Adele Brott, Wilton McCoy, Maryland Lewis, Colonel Sterling Moak, Sam Fleischman, Ann Bennett, Howard Gildersleeve, E. L. Forbes, Mabel Roberts, Rosa Cassidy and Urda of Laguna.

## Weather

Desert Area Forecast:  
Variable cloudiness today. Mostly sunny Saturday. Winds 20-35 miles an hour at times today and early tonight. Slightly cooler today and in most sections tonight. Highs today 63-73 upper valleys, 73-83 lower valleys.  
Yesterday's high, 84, low, 45.

Single Copy 10c

# Tornado Follows Storm Into Illinois, 916 School Children Escape Injury

## Four Dead After Blizzard Hits Midwest

Rains, High Winds  
Raging Through  
Most of Midwest

United Press International

A spring blizzard which piled up heavy snow from the Rockies and across the prairie states into Michigan was expected to diminish today to flurries in the northeast. South of the snow line, drenching rains and high winds swept Illinois, Wisconsin, Indiana, Ohio and parts of the southeast.

AN APPARENT SMALL tornado touched down near Waukegan, Ill., late Thursday, ripping away the door of a grade-school. None of the 916 children in the building was injured.

The three-day storm was blamed for at least four deaths, one each in Colorado, Iowa, Nebraska and Wisconsin.

Wisconsin and Michigan bore the brunt of the snow storm as it pushed eastward during the night. Up to six inches of wet snow hit parts of Michigan, and state police reported traffic nearly at a stand still in Kent, Montcalm, Ottawa, Muskegon and Newaygo counties.

IN WISCONSIN, THE snow was whipped by gale winds which snapped more than 100 power lines in the Milwaukee area, cutting off electricity to homes.

The 50-mile-an-hour winds lashed 11 foot waves on Lake Michigan and overturned a light plane trying to land at Milwaukee's Mitchell Field.

All Wisconsin highways south of a line from La Crosse through Oshkosh were reported as hazardous Friday morning.

HEAVY RAINS ADDED to flood dangers along rivers in Wisconsin, Illinois and Iowa already swollen by runoff from previous snow. The Pecatonica River flooded 30 city blocks at Freeport, Ill., and authorities prepared for possible mass evacuations.

The blizzard was the third this month for parts of the west and Midwest and was termed one of the worst in five years in eastern Colorado and southern Wyoming.

Elsewhere, skies were cloudy to partly cloudy in the New England states and fair to partly cloudy from the Rockies to the Pacific. Clear weather prevailed in the northern and southern plains.

## Ike Relaxes At Gettysburg

GETTYSBURG, Pa. — UPI — President Eisenhower, with a long-hoped-for round of golf under his belt, settled down today with his family for a relaxing Easter weekend at his farm here.

The President took several hours off from tensions of the Berlin crisis and other issues Thursday to play his first 18-hole game in four months. He was in good humor and good form.

## PLAQUE HONORING ZADDIE TO BE AFFIXED SATURDAY

A plaque commemorating the first Palm Springs garage and the city's flying great-grandmother — Zaddie Bunker — will be nailed to the front of the Village Pharmacy building in ceremonies scheduled for Saturday morning.

The plaque was presented to Zaddie when she appeared on the "This Is Your Life" television program Feb. 25, 1953, by "Life" emcee Ralph Edwards.

It reads: "Here, in 1913, stood the first garage in Palm Springs, operated by Zaddie Bunker, pioneer and flying great-grandmother." The plaque will be affixed by Edwards to the Village Pharmacy building, which covers the old garage site, at 10 a. m. Saturday.



AN "OUTSTANDING SPEAKER," William H. Thompson, right, manager of public services for Union Oil Co., was presented an award citing his speaking abilities by Rotary Club member David McGahay, left, at yesterday's Lions Club luncheon at the Chi Chi. Thompson was guest speaker at the Rotary Club the preceding day. Looking

on as McGahay presents the "outstanding speaker" scroll were, left to right, James Kemper, former ambassador to Brazil; Police Chief August Kettmann, who received a similar scroll from McGahay, and Lions Club President Charles McDonald. (Desert Sun Photo).



## At Playhouse

# 'Kind Sir' Is Top Entertainment

By GEORGE LAINE  
Back in February, when "Tunnel of Love" played the Palm Springs Playhouse, the program noted the next week's play would be "Indiscreet."

It finally showed up this week and it was well worth the wait.

TITLED "KIND SIR" in its presentation here, the sophisticated Norman Krasna comedy attains a degree of professionalism that most stock companies seldom achieve.

In a way, Mike Ferrall almost guaranteed this week's effort. The clever combination of excellent play, intuitive casting, excellent sets and superb lighting embody too many elements of chance to "just happen." There is a certain amount of methodical planning in even mediocre plays and a great deal of it in good ones.

"KIND SIR" is a good one.

K. T. Stevens, who occasionally twisted her tongue Wednesday night, responded magnificently to the role of the actress-savior, molding it — giving it depth and breadth and bringing it fully and completely to life.

John Holland is sufficiently cosmopolitan, adequately conscienceless as the banker. Even a certain amount of stiffness in his romantic interludes with Miss Stevens can be dismissed in the face of his overall rapport with the role.

Two sparkling roles — the sister and brother-in-law — get a Phone FA 5-5005 for Classified Ads

## ALADDIN

Indio DI 7-3360

Wed.-Thurs.-Fri.-Sat.

"THE SAD HORSE"

David Ladd - Chill Wills

INDIO Drive-In

DI 7-3712

Wed.-Thurs.-Fri.

"The Last Blitzkrieg"

—and—

"Good Day For a Hanging"

—and—

"The Last Blitzkrieg"

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"The Last Blitzkrieg"

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"Good Day For a Hanging"

gleaming, glowing sheen from Michael Ferrall and Marrian Walters.

Miss Walters plays the sister in her customary manner — with break-up lines tossed out as casually as if she scarcely knew they were funny. This facet, in itself an art, enhances both the role and the play.

IT IS FERRALL — WITH two fine performances in order, following his turn as the insulted baron in last week's triviality — who really has the lines, however. Some of them are merely hilarious, but many of them are simply uproarious. He, also, is a master of the understated quip. When Krasna feeds him lines, he makes the absolute least of them in delivery which means, actually, that they reach the audience in an off-the-cuff manner calculated to cause your funny-bone to do double take. Samples:

"I'm the man," he sighs wearily, "who invented bourbon and bisodol."

"My morals are flexible," he says, during an explanation of a compromise. "I've been in the State Department for a long time."

PHYLLIS FLAX, CAST as a maid, is priceless in this particular role. Her stolen glances at Holland provide a measure of droll authenticity to the portrayal and her overall spoken attitude on the responsibilities of maidship lend a flavor that is a positive boon to the play.

The role of the tailor, played by George Byrne, is not an easy one. It calls for a thorough relaxation into the actuality of that profession. I believe that Byrne handles the assignment well. His major work, in the final scene, is little short of miraculous for those of you who watched him as Sheriff Serkin in "Deep Are the Roots." He is amazingly well-cast in this play.

The six-member cast romped through Krasna's story as though they had commissioned it. There was only minute trouble with lines or cues and the half dozen thespian appeared to be completely enjoying themselves.

They were not alone. The audience — your reviewer — loved it, too.

## Airport Close, But Not Trains

Palm Springs is perhaps the only city in the world which as a municipal airport within two miles of the center of town and a train station 10 miles away.

The largest game animal in South America is the tapir. No striped snake native to the United States is poisonous.

## Nation's Weather

| United Press International | Temperatures and precipitation for 24 hours ending at 4 p.m. | High | Low  | Prec. |
|----------------------------|--|------|------|-------|
| Albuquerque                | 62   | 49   | 34   |       |
| Atlanta                    | 62   | 50   | 34   |       |
| Bismarck                   | 61   | 37   |      |       |
| Boston                     | 54   | 34   | 01   |       |
| Brownsville                | 60   | 46   | 7    |       |
| Chicago                    | 40   | 34   | 1.48 |       |
| Denver                     | 53   | 34   | 0.06 |       |
| Detroit                    | 42   | 30   | 0.1  |       |
| Fairbanks                  | 27   | 16   |      |       |
| Phoenix                    | 81   | 61   |      |       |
| Kansas City                | 44   | 38   | 10   |       |
| Los Angeles                | 72   | 50   |      |       |
| Miami                      | 74   | 52   |      |       |
| Minneapolis                | 48   | 24   |      |       |
| New Orleans                | 78   | 62   | 0.2  |       |
| New York                   | 55   | 39   |      |       |
| Oklahoma City              | 60   | 35   |      |       |
| Phoenix                    | 76   | 53   |      |       |
| Pittsburgh                 | 66   | 46   | 0.37 |       |
| Reno                       | 68   | 34   |      |       |
| Salt Lake City             | 60   | 41   |      |       |
| San Diego                  | 70   | 48   |      |       |
| San Francisco              | 58   | 48   |      |       |
| Seattle                    | 52   | 39   | 0.1  |       |

## LEGAL NOTICES

NOTICE OF TRUSTEE'S SALE  
No. 1084-1130  
On April 24, 1959, at 1:30 o'clock P.M. at the main street entrance to the County Court House, Riverside County, California, MORTGAGE MORT INC., a California corporation, as Trustee under the Deed of Trust made by HARRISON DE GISH AND HARRIET DE GISH, husband and wife, and recorded July 16, 1958, in Book 2502, Page 424, of Official Records of Riverside County, California, given to secure an indebtedness in favor of LUTHER O. KITTREDGE and LEONA L. KITTREDGE, husband and wife, as joint tenants, now owned and held by LUTHER O. KITTREDGE and LEONA L. KITTREDGE, husband and wife, as joint tenants, by reason of the breach of certain obligations secured thereby, notice of which was recorded December 31, 1958, in Book 2372, Page 196, of said Official Records, said Trustee will sell at public auction to the highest bidder for cash, payable in lawful money of the United States at the time of sale, without warranty as to title, possession or encumbrance, the interest conveyed to and now held by said Trustee under said Deed of Trust, in and to the following described property, to-wit:  
In Riverside County, California, described as: Lot 2 in Block "F" of Desery Hot Springs Tract No. 4, as per map recorded in Book 34, Pages 20-21 of Maps Records of the County Records of Riverside County, California.  
for the purpose of paying obligations secured by said Deed including fees, charges and expenses of the Trustee, advances if any, under the terms of said Deed, interest thereon and \$127.70 in unpaid principal of the note secured by said Deed, with interest thereon from September 8, 1956, as in said note and by law provided.  
Dated: March 23, 1959  
MORTGAGE MORT, INC., Trustee  
By: Melvin Jacobs, Asst. Secy.  
Publish March 27, April 3 & 10, 1959.



EUGENE CONLEY



NADINE CONNER

## CONNER, CONLEY TO APPEAR APRIL 11

Two singers whose names have become synonymous with great music wherever it is presented are scheduled to appear in the final presentation of the Palm Springs Community Concert Association at 8:15 p.m., April 11, in the auditorium of the local high school.

They are Nadine Conner, recognized as one of the greatest living lyric sopranos, and Eugene Conley, the tenor whose versatility first astounded, then thrilled, audiences throughout the world.

THE VOCAL RECITAL will officially culminate the first season for the infant Village musical organization. Already presented have been youthful pianist Leon Fleish-

er and violin virtuoso Erica Morini.

"The joint vocal presentation by Miss Conner and Mr. Conley will continue the high standard of performance which the Palm Springs Community Concert Association has set for itself," said J. Bradley Davis, president of the association.

"IN OUR FIRST season as a music association, we have succeeded in presenting two programs of uniformly high caliber and our final presentation — the April 11 concert — will continue that type of program."

The association sold 1,070 of the 1,100 seats in the Palm Springs High School Auditorium during its membership campaign in January.

## Funeral Service to Be Held Saturday for Karen Huffman

Funeral services will be held at 11 a.m. tomorrow, Saturday, for Mrs. Karen E. Huffman, 55, who died Wednesday at Mercy Hospital in San Diego.

A native of Denmark, Mrs. Huffman was a resident of Palm Springs for 14 years and was very active in both the Palm Springs Historical Society and the Desert Art Center.

She is survived by her husband, Dor Huffman, and a sister, Mrs. Meta E. Brogren of Oakland.

Services will be held from Wiefels and Son Chapel with the Rev. James H. Blackstone, Jr., pastor of the Palm Springs Commu-

nity Church, officiating.

Interment will be in Desert Memorial Park, with Wiefels and Son Mortuary in charge.

## New Men's Club To Hold Meet At Breakfast

PALM DESERT — The new Men's Club of the Palm Desert Community Church will hold a breakfast meeting in the church house at 7:30 a.m., Saturday.

Orvil Zappe of Cathedral City will talk on the men's work in his Lutheran church in Palm Springs.

Cliff Young, president of the new club, will preside.

At 10 a.m., Saturday, the church will have an annual Easter Egg party in the church house.

Mrs. Lucy Lyman will be in charge of the party and she will be assisted by Mrs. Mike Munier, Mrs. Densel Blankenship, Mrs. Ben Beal and Mrs. Bradley Davis.

The party will include the traditional Easter egg hunt, party games and refreshments, and will be for children in the nursery through the third grade.

On Saturday morning, from 8 a.m. to 12 noon, the church women will hold a bake sale at the post office.

Mrs. Stanley Owen Chambers, Sr., will be in charge of the sale. She will be assisted by Mrs. Tom

## The Desert Sun

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## No Fooling Around

RANDOLPH, Vt. (UPI)—When young Jeff Hannah told his mother he was going to shoot the villain in a TV drama, she smiled tolerantly and turned back to the show. Seconds later, Master Hannah blasted away with his BB gun, smashing the picture tube.

## Desert Art Center

No. 19 The Plaza  
• Paintings on display by S. Calif. artists  
• Complete Art Supplies  
Attend the Art Mart Saturday and Sunday on the Desert Inn Grounds

## TRUDY STABILE

"The Voice of Persuasion" with JACK PFEIFFER  
Pianist - Composer NIGHTLY

Signature Room  
100 S. Palm Canyon Drive—FA 4-9126—Joe Pine, Mgr.

## Oldest Tribal Member is 85

The oldest living member of the Agua Caliente Tribe is 85-year-old John Joseph Andreas, one-time chief of the Desert Caballias.

## Sun Has Served Desert 32 Years

Palm Springs and the desert area has been served by its own newspaper, The Desert Sun, continuously since August, 1927.



## CLUNY

Truly Light

Palm Springs \$5.77 favorite Scotch Whisky

Blended Scotch Whisky 86.8 proof

SIMON LEVI COMPANY, LTD. IMPORTERS LOS ANGELES, CALIF.

## "Western Wear HEADQUARTERS"

The most Complete Stock in California Everything for the Horse and Rider

## RASMUSSEN'S Western Wear

We will not be undersold  
1151 N. Indian Avenue—FA 5-2681  
Facing El Mirador Hotel on Indian  
OUR MOTTO  
We've Got It—Will Get It or It's Not to Be Had

## Don't Miss Palm Desert Players



Production of Agatha Christie's

## "THE MOUSE TRAP"

Directed by BEN JUTZI

"Shows what a theatrical organization can do"

Geo. Laine, Desert Sun

Friday --- Saturday

March 27 - 28 --- 8:15 p.m.

East Wing—Palm Desert Shopping Centre

Reservations: FI 6-6039

## TONIGHT for 10 Days ONLY

## THE RAY BOLGER SHOW

WITH MURIEL LANDERS

and

ELAINE DUNN

DIRECT FROM LAS VEGAS

BILL ALEXANDER'S ORCHESTRA

SHOW TIME 8:45 - 11:45 P.M.

PALM SPRINGS

CHI CHI

Reservations: FAirview 5-5133 or 5-7391

## VILLAGE THEATRE

207 N. Palm Canyon Dr.

COMFORTABLY AIR CONDITIONED

Continuous Sat.-Sun. 2:45

Kid Show 11:45 A.M.

Weekdays Show Starts 7 p.m.

NOW SHOWING



YUL BRYNNER  
JOANNE WOODWARD  
MARGARET LEIGHTON



Children's Matinee  
Saturday 12 Noon  
"Heidi and Peter"  
In Technicolor and  
Cartoon Carnival

## SUNAIR DRIVE-IN THEATER

Hiway 111 FA 8-3111

HELD OVER 2ND WEEK

At 8:15 and 10:30 P.M.

You haven't really laughed until you've seen

## AUNTIE MAME

ON THE SCREEN!



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SEPARATE TABLES

—and—

"The Last Blitzkrieg"

—and—

"Good Day For a Hanging"

—and—

"The Last Blitzkrieg"





ARTURO BASILE, brilliant young Italian conductor, will lead the Los Angeles Philharmonic Orchestra when that musical organization caps the Desert Circus Week celebration at 8:30 p. m., April 5, in Palm Springs High School Auditorium. Basile who is currently engaged in fulfilling a 12-concert program with the Los Angeles orchestra, will conduct the San Francisco Opera Company orchestra after leaving the L. A. job.

## RECREATION HERE BIGGEST BUSINESS

Palm Spring is today recognized by vacationland connoisseurs as one of the nation's foremost winter resorts — and recreation is its biggest business.

Recreation, in this sun-drenched resort capital, means out-of-door activities, which in turn means parks — city-operated parks devoted to the fresh air pleasure of Village residents and visitors alike.

TODAY, THE CITY of Palm Springs directs a healthy chunk of its annual budget to the maintenance of a park system that provides natural greenery and adequate grounds for everything from Sunday family picnics to Pacific Coast League baseball.

And, under the supervision of the City Parks and Recreation Department, the Palm Springs park system is progressing just as rapidly as the community it serves. The city's principal playgrounds currently offer up suitable sites for genuine Wild West rodeos, sandlot-type softball, chess tournaments or a quiet afternoon snooze.

AT TAMARISK Park, you'll find plenty of green grass and shade trees for a family outing or fresh-air bout with Omar Khayyam (sans wine).

Tennis courts are available day or night for the more athletically inclined, and annual tennis tournaments are a major item on the

recreation department's calendar. Over at the Polo Grounds, the city's oldest and largest facility still in operation, you'll find a field suitable for polo playing or wild bronc riding, a clubhouse for indoor sports and a baseball sward available for anything from kite flying to archery tournaments.

RIGHT NOW, THE Sacramento Solons are employing the Polo Grounds diamond for their spring training grounds, and city softball league teams use it for their annual competitions.

This year, the Polo Grounds will be the scene of a major boxing event, staged in conjunction with the annual Desert Circus program.

Last year, the city lost one of its favorite outdoor siesta spots when DeMuth Park was sold to make way for construction of the new City National Bank building.

BUT WHAT THE city loses on one side, it makes up on another. No recreational area — particularly such a world-famed resort as this — is complete without some provision for the constant swarm of golf fans which labels the desert area as its international capital.

So, Palm Springs is acquiring a municipal golf course — an 18-hole, championship golfing ground available for use for any divot-digger able to carry his golf bag through the front gate.

FOR THE FUTURE, city officials have carefully blueprinted a carefully integrated park program dovetailed with the resort's prospective growth.

Plans for this park system are wrapped up in a new Master Plan, and city officials are confident that the future of the city park system and its recreation facilities looms as bright as the predicted progress of Palm Springs.

### Junior Women Set Bake Sale

CATHEDRAL CITY — The Junior Woman's Club of Cathedral City will hold a "Bake Sale" Saturday morning, March 28, starting at 10 a. m. The sale will be held in front of the Cathedral Grocery and will feature pies, cakes and cookies.

Proceeds will be channeled to the civic activities fund of the organization.

The Bank of America in San Francisco is the nation's largest commercial bank on the basis of its more than 10 billion dollars in deposits. Next comes the Chase Manhattan Bank of New York with more than seven and a quarter billion dollars in deposits.

## Dear Abby...

DEAR ABBY: We are in a big mess. My boyfriend and I ran away and got married secretly by a Justice of the Peace. When we told our folks, they said we should keep our mouths shut until they can give us a big church wedding. The church wedding is planned for June 7th. I forgot to tell you we got married in the first place because it was a "have to" case but nobody knows this, Abby, not even our parents. I can't see myself waiting until June because I'll be six months along then. Please tell me how to tell my mother.

IN A MESS  
DEAR IN: Tell your mother that you have a date with the stork — and waiting until June is for the birds.

DEAR ABBY: My husband and I are having a little difference of opinion and we'd like you to settle it. Last night we started across the street to the home of an elderly couple to watch our favorite TV program, as our set was broken.

en. I had on my night-gown and a housecoat over it and my house slippers. These people are old friends of ours and to get all dressed up I would have had to put on my foundation garment and it wouldn't pay. My husband threw a fit and said if I was going that way he wasn't going. I told him to go ahead and I'd stay home. He went and I stayed home. Do you see anything wrong in the way I was dressed to go sit in the dark with old friends for one hour?

MRS. G.  
DEAR MRS. G.: Far more important than the opinion of your old friends is the opinion of your husband. In marriage a good sturdy foundation is essential and a wise wife won't mind struggling

info one to please her husband.

DEAR ABBY: My sister-in-law is a real do, c. For 10 years she's been married to my brother and all these years she worried about my Mom and Pop. She'd buy Mom and Pop clothes when her own clothes would look like heck. I was ashamed for her to visit me when my friends were there. Before she'd buy a home of her own she said she wanted Mom and Pop to have a little place of their own, so she got the five grown kids together (me included) and made everybody kick in and she went ahead and made the down payment. Now we can't back out if we wanted to. Why should an in-law be so concerned about the old

folks? They're not her parents. I don't worry about what my husband's people have to do without. I think she just does this to show the rest of us up. Do you think she's right in the head?

SHOWN UP  
DEAR SHOWN: Not only is she right in the head — she is right in the heart. More families should

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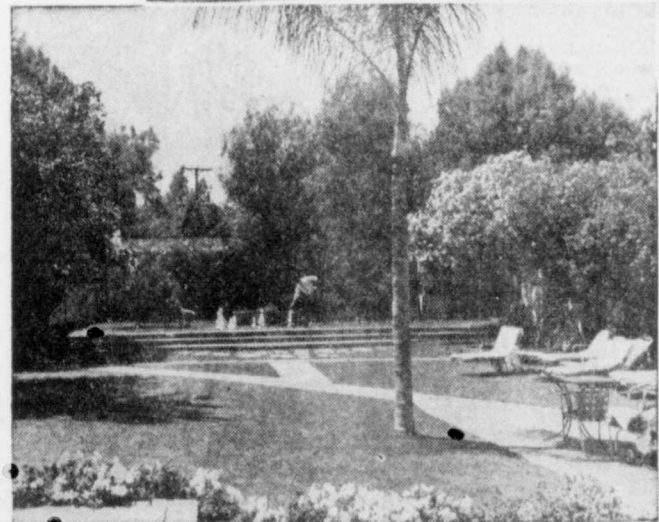


## GREETINGS: from the

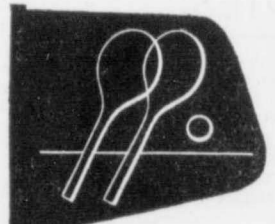
## Palm Springs Racquet Club



CHARLES D. FARRELL  
President and Managing Director



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The Desert Sun is an independent newspaper dedicated to truth, accuracy and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

## What's in the Offing Should United Fund Drive Fail?

What is in the offing should the United Fund Drive fail? The United Fund is your way of contributing to Community Chest organizations such as the Desert Museum, Boys Club, Welfare and Friendly Aid, Youth Center, Girl Scouts and Boy Scouts. In addition, the United Fund supports the Red Cross, Salvation Army, Campfire Girls and other organizations such as the U.S.O., Palm Springs Safety Council, Arthritis Foundation, National Traveler's Aid, and American Hearing Society.

The total budget to support these wonderful organizations is \$99,864. To date UF has received, together with pledges, the sum of \$49,300.00.

This, to you, means — That if the budget is not met, such a wonderful edifice as the Boys Club may remain dark and not provide the service for which it was constructed.

It can mean that the Boy Scouts and the Girl Scouts will have their programs sharply curtailed with the possibility of

an expanded program completely removed.

It means that the other associations and organizations must likewise curtail their programs.

A curtailed American Red Cross program is a complete invitation to disaster. The American Red Cross cannot stop acts of God, such as fires and floods, but it can alleviate the misery that results therefrom. Should there be a disastrous flood or earthquake in this area, the American Red Cross would be the first to answer. Let us make certain it has the funds to answer with.

The citizens of Palm Springs are directly responsible for the success of their own United Fund program. The program is a 50 per cent success to date. Those connected with the United Fund urge and plead that all residents and winter visitors give all they can so that this solicitation on behalf of local charities may be successful.

The proposition is strictly up to you.

## Senate-Made Foreign Policy

WASHINGTON, D. C. — As the seasoned freshman chairman of the Foreign Relations Committee, Senator J. William Fulbright is bringing a welcome change to the scene.

While any analogy to the English parliamentary system is imprecise and not very significant, it is a temptation to say that Fulbright has been serving very much as a British foreign minister might. That is, the Arkansas Senator has generally been present on the floor when foreign speeches are made from both sides of the aisle.

IN EVERY CASE, I think he has come to his feet to comment upon major addresses and proposals. He has made himself available to questions by other members. He has, notably in the mounting tension of the Berlin crisis, stated his position with an authoritative tone, giving the impression, which nobody disputes, that he speaks for the Democratic majority and often for the liberal Republicans as well.

Whatever else can be said of Fulbright, he is irrevocably yoked to the principle of flexibility. Early in the session, he became Foreign Relations chairman only because the then-Chairman, Theodore Green, waived his seniority rights to the chair.

FOR THE PAST several years, Fulbright has been walloping Secretary Dulles with accusations which prominently included the charge of being inflexible before the Communist Monster. As the beneficiary of a seniority system which did flex and as the denouncer of a Secretary of State, who allegedly did not, it's logical to expect the Senator to

be, as they say in baseball, as loose as ashes.

This is certainly the impression which Fulbright gave in his Senate speech which roughly coincided with President Eisenhower's radio-television address to the nation. While the President repeated the don't-budge-an-inch line, Fulbright said that he found "no particular virtue in the status quo." The Senator, speaking as a man who could deliver the votes to back himself up, declared the American position to be opened to "reasonable ideas . . . responsible suggestions . . ."

FULBRIGHT THEN made a proposal which was addressed, in effect, to the Kremlin. He suggested that the risk of war might be reduced — "especially accidental war" — if the antagonists in Germany would move even a short distance apart. The Senator's proposition, to be sure, was hedged with all the usual qualifications and safety devices to guard against Russian perfidy. He said that we would not act without concerted approval of the Allies, that any agreement with Russia must be "effectively monitored" and that no settlement in Middle Europe would be considered to seal the servile fate of the satellite nations.

AFTER ALL THESE precautionary conditions have been stated, it is questionable whether the Senator is any more flexible in practice than the President of the Secretary of State. But there's no doubt that in theory Fulbright intends to be flexible, and that he intends to advance flexibility as a foreign policy with which to confront the Russians in Europe.

What the Fulbright theory amounts to, although I am theorizing myself, is that we force flexibility upon the Russians by seeming to practice it. In other words, the Fulbright policy would be to inform the Russians that they can, without loss of face, carry out a phased withdrawal from the heart of Europe. In return, but without any promises in advance, the United States might be willing to pull back a little too. Thus both sides would be easing out of the deadlock, but neither side would feel itself driven out.

THERE ARE PROS and cons to the Fulbright proposition. There is, as he says, some element of the risk of accidental war. Besides, the U. S. would be returning in some small part to the only postwar policy we ever had — Bring the Boys Home. Moreover, any westward movement of American troops might remind the European peoples that they themselves should rightly provide the first line of Western defense against Russia.

But against the Fulbright policy is the Communist determination, often expressed by deed as well as word, to revolutionize the world. Since the Russians are calling all shots, the chance of war happening by accident is very improbable. It is much more probable that the Russian power of initiative will claim a diplomatic victory out of any backward step which we take. Still, the Senate is striving at this session to fulfill its functions as a foreign policy body. It is all to the good to find Senator Fulbright offering leadership in a post which has been a vacuum since the days of Walter George.

— Holmes Alexander

## Chuckles in the News

### Question of Clubs

MILWAUKEE, Wis. (UPI) — Mrs. Zee Slater, 44, today had a divorce from husband John, 39, on charges the right clubs didn't belong to him.

Circuit Judge Michael T. Sullivan accepted her complaint that her husband, a golf pro, quit the game after their marriage and sold her clubs without her knowledge.

### Wrong Inspector

RACINE, Wis. (UPI) — Downtown post office employees who didn't inspect their "inspector" were red-faced today when they learned he drove off in a red, white and blue station wagon to Oshkosh, Wis., and surrendered to police.

Described as looking like a postal inspector and "distinguished," Thomas Millett, 39, Scranton, Pa., engineered the theft Wednesday. Police said he had recently served a federal term for a Tallahassee, Fla., truck theft.

### Tells Agent First

HOLLYWOOD — (UPI) — Actress Vonne Godfrey did the right thing when she learned that she was going to have a baby — she told her press agent before telling anyone else. Her husband wasn't offended. He is Alton

Bennet, who also happens to be her press agent.

### Crowd Draws Suspicion

BALDWIN PARK, Calif. (UPI) — Police, curious by a sudden increase in business at a market, found the answer Wednesday. Owner Catalado Consistent, 38, and another man, Peter Flaxa, 67, were arrested on charges of taking horse race bets at the market.

### Church Needs Rod

GRETA HOLLAND, England (UPI) — Officials of the Clacton Parish Church are anxious to get a lightning rod put on the church tower before the start of the summer storm season.

The church has had to get along without one since it was built — in 1400.

### Try Halting Confusion

LONDON (UPI) — Two Lords Russell — the earl, philosopher Bertrand Russell, and the baron, former government official Edward Russell — wrote a joint letter to the Times of London today to explain which is which.

"In order to discourage confusions which have been constantly recurring, we beg here to state that neither of us is the other," the Russells wrote.

### 'Manana' Finally Arrives

MILAMI (UPI) — Cecilia gave birth to Manana Friday. Officials of the Crandon Park Zoo said they gave that name — Spanish for tomorrow — to the 40-pound baby camel because it lay'd waited so long for Cecilia and her mate, Cecil, to produce it.

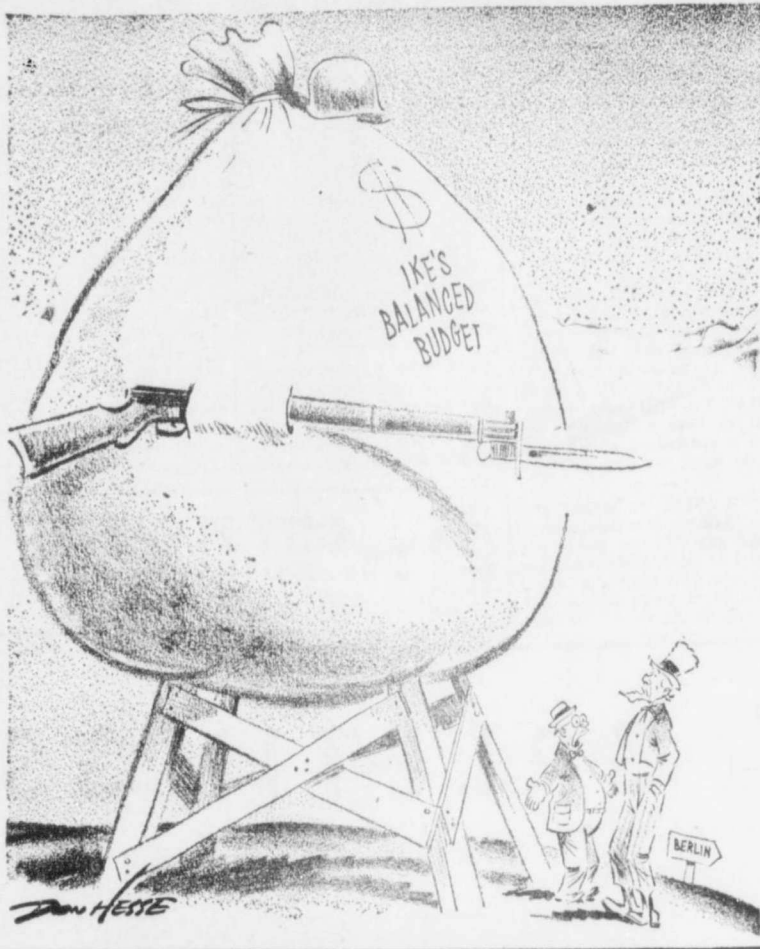
### Costly Mistake

CANTERBURY, England (UPI) — Desmond Martin was a man in a hurry Friday when he became so impatient with the leisurely drivers ahead of him he overlooked and tried to pass them. That was a mistake. Martin was fined \$42 for careless driving when it turned out he overlooked a three-car convoy loaded with government driving examiners and police returning from a road block.

## QUOTES

Melbourne, Australia — Evangelist Billy Graham, using the interruption of a fireworks display in his sermon at an outdoor rally: "Unless the hearts of men change the sounds you hear now will be nothing compared to what could come from another war."

## 'Couldn't We Have a Few More Soldiers Too'



## This Side of The Sun

By Phat

The story of progress — But I'll lay you a bet, in today's big edition you ain't heard the half of it yet.

As a poem, or a bit of verse, that sort of stutters.

THE DESERT SUN today presents its 1959 Desert Progress story. As an editor emeritus, sitting on the sidelines, so to speak, my opinion can be classified as not prejudiced.

I think it is a great job. And if I started down the line to list all of the guys responsible, I wouldn't have to think of anything else to write.

Just list the 62-66 people on the staff, not counting the newboys.

AND THAT REMINDS ME — it was only 15 years ago, there was only one man on The Desert Sun staff — me.

That's how The Sun has grown in these years. From one to sixty. Growing like sixty, like we used to say as kids.

Well, make that 59. Because the 59 work. I just come in and sit on the sidelines and admire and give out with a few stereotyped remarks here and there.

But it's better than sitting at home and twiddling my thumbs. GETTING BACK to that stuttering verse at the top:

I really believe you haven't seen the half of it yet.

I sure would like to stick around for ten years more and have a look at Palm Springs, and the booming desert area around it, in 1969.

My wildest imagination can't picture that. WHEN I THINK of the old days, when you could take off from the curb and walk kitty-corner across the Drive and never have to dodge a car, when the only lights on the Drive were from the night spots that were open — and the city fathers dimmed those lights by making the places close their doors. When shopkeepers moved easy chairs out to the curb because business wasn't so brisk, when you could quit the Drive and walk across to Indian Avenue anywhere downtown without going to a cross street, and scuff up dust on Indian.

Look at it now!

I CAN RECALL the old days of The Sun, when we printed the paper in Banning and I'd come down with the old Ford groaning under a load of 4,000 papers.

And the people would be standing in front of the Desert Drug, the Palm Springs Drug, the Village Pharmacy, Ken DuBose's 5 and 10 and Thrifty 5 and 10, Johnny De Vine's grocery, Torney General Hospital and the Air Base, awaiting their papers. Those were the days.

Wrote it and delivered it. What fun.

TODAY, THE SUN, I mean the newspaper, is shining brighter than ever.

I'm grateful that I had a chance to work with it in the formative years.

I'm just happy that, while I don't do anything much these days, they stuck a desk in the corner of the newsroom where I can watch the boys go to town. Desert Progress? It's just started.

## STAN DELAPLANE'S Postcard

It is not often we are invited to the opening of a candy store. In fact, I have not even dreamed of such a thing — not since I got out of short pants, anyway.

But the other night, being in Hollywood, I went over for the opening of Blum's million-dollar palace. To see what is new in the banana-split business.

THE DOOR was guarded by Pinkerton men. And a platinum blonde just ahead in the line was saying:

"No, my ex lives in Hollywood. I got the Burbank house in the settlement."

So you could see the whole evening had an air of glamor.

THE NEW CANDY store is located at Wilshire and Beverly drive — a most fashionable address in fashionable Beverly Hills.

For a candy store, it might have seemed a peculiar opening. There wasn't a piece of candy in sight. And I never sighted a scoop of ice cream.

The main action took place in the Board Room. The Board Room surrounds a long, oval bar. The furnishing is a rich and sober mahogany with crystal chandeliers.

THIS ROOM is for men only during the daytime hours. A Dow Jones ticker is in the corner. In case any of the lunching captains of industry want to walk over and nag their digestions with a late market quotation.

The walls contain murals of San Francisco's financial section during the golden days. Mutton-chopped industrialists gaze down from their photos. All of them left a library to the city or a wing to the hospital and the setting is an inspiration to all of us.

NO HOLLYWOOD opening is complete without a starlet. Blum's opened with about half a dozen. Type-cast for the occasion I should say. They were all blonde and luscious and looked like they had been picked off the top of a cake.

It is believable Hollywood legend that stars are discovered in candy stores.

Lana Turner was topping off a double chocolate malt on a stool in Schwab's Drug Store when a stunned director handed her a contract.

NO GIRL KNOWS when she

sits down to a royal fudge sundae just what will happen. She may get up a pound heavier. But she may rise with a lead-part in "The Fiend From 70,000 Fathoms."

That is the way things go in a candy store around here. Fantastic.

ABOUT 200 PEOPLE attended this affair. (There was an elegant buffet of cold roasts decorated by a pair of crimson lobsters with crossed claws.)

I think we should show that some reporting was done: Among the outstanding guests we took down on the back of a menu, Miss Sandra Giles and Miss Joie Lansing.

I have been queried on this by my teen-age daughter. I find I did a rather disappointing job.

"WHAT DID THEY look like?" They both looked like Jayne Mansfield.

"What did they wear?" "Mink, I think. Anyway, they wore something gorgeous."

Pressed for details, I could not remember what color the clothes were. I was able to recall that Miss Giles drives a pink Thunderbird with pink mink seat covers.

THE GIRL WITH the ex in Hollywood, the one who got the house in Burbank, I never did get her name. (If my daughter were a city editor, I would be looking for a new job about now. It seems I infuriate her with such sloppy reporting.)

She looked like Jayne Mansfield, too. In fact, ALL the lady starlets looked like marshmallow and spun sugar. And a director looking for somebody to hand a contract to would be hard-put to pick the candidate.

WE DID TALK to Mr. Bob Beutler, the president of Blum's. He assured us that the opening was a success. And that Blum's intended to hold up the highest traditions of the starlet discovery and syrup sundae business.

The next morning there was a Freeman opening. Miss M on a Freeman climbed a golden ladder and cut a 10-foot cake. I was unable to make the ceremony and only saw the pictures in the journals.

An opening is a wearing business. And a candy store opening leaves my blood-sugar low.

## GRIN AND BEAR IT By LICHTY



"Your wife wouldn't agree that we haven't made any progress this week! Just ask her if we haven't torn out everything we did last week!"

## EARL WILSON: Success

NEW YORK — The price of success on TV nowadays is to get ribbed unmercifully. Steve Allen just got it from the Friars club which saluted him as the man of the year. Comedian Alan King said he would go down in Show Business history "alongside such great entertainers as Sammy Davis Senior." Jack Barry, the unemployed quizmaster, said that Steve would live to be as immortal as he is.

Just the other day, confessed Jack, "a woman pointed at me in a hotel lobby and said 'There goes what's his name!'"

Joey Adams said Steve is to be remembered as a great song writer. "You can hear one of his songs on his own program Sunday night," Joey said, "and that's the only place you can hear it."

Tom Poston, Louis Nye and Don Knotts were going to do a sketch ribbing Steve but they decided not to. In fact, they threw away their notes.

"What the hell, we love the guy," explained Tom. "Besides, he's paying our salary!"

Toots Shore's new restaurant will probably be on 52d St. practically adjoining another world-famous restaurant, Jack & Charlie's 21; indeed, on the site of the old Leon & Eddie's, where Toots was once a bouncer. One of Toots' chums jocularly put it, "When a new restaurant opens on 52d St. between 5th and 6th Aves., 21 will be next door to Toots Shore's."

Hear about the Communist Rob in Hood. "He steals from the rich — and keeps it."

Jack Paar'll do six NBC specials next year for a lot of loot — and continue his night show which is easier now that it's taped. That's the forecast of his agents and of NBC, who see him switching to an hour show of his own not in '59, but in '60. NBC plans some 200 specials in '59-60 and will be happy to oblige him with half a dozen.

While belying up to the Luchow's bar, I was invited by Brigitte Bardot's mgr., Raoul Levy, to accompany him and BB to Moscow July 14 to keep a lunch date with Khrushchev, which he says is positively set. Inasmuch as I'm a very, very busy man and have already been to Russia, I Jewett.

## MIKE CONNOLLY:

### Diane to Study Psychology

HOLLYWOOD — Diane Varsi, who ducked out on a Hollywood career just as it was rolling into high gear, will study psychology at Benning College in Vermont. She also wants to write poetry. She has already had one poem — a two-liner — published in a national magazine. It sorta sums up the Garbo-like Diane herself.

Go away. Can't you see I'm lonely. Miss Varsi told a friend, "I'm leaving Hollywood because the town is full of phonies. I became ill while I was making the picture that made me a star, 'Peyton Place,' but they would not even let me leave the set to see a doctor. Then, when I became a star, the same people started fawning all over me. I can't stand phonies."

HOLLYWOOD, BETIMES, apparently has had its fill of Miss Varsi. Her studio, 20thFox, has given her part in the new Whodunit series for which Diane shot the pilot to another of its starlets, June Blair.

And here's the goofiest angle of all on the Varsi's: Station KNXT shot a TV newsreel of her departure from LA's International Airport. Newscaster Bill Stout was chattering about Miss Varsi's spectacular departure. Due to a foul-up, the film that Stout described as showing Diane leaving town actually was the footage of a barbershop interview that Stout had with mobster Mickey Cohen, same day.

INCIDENTALLY, MISS Varsi's ex-husband, Jim Dickson, and her best friend, Carol Eastham, who saw the star and her son off at the airport, told the mystified reporters gathered there that they knew the real reasons she was leaving but were sworn to secrecy and couldn't tell. The reasons are as given above.

Rock Hudson, who'll soon be breaking away from Universal to produce his own independent pix, hankers his favorite actor, Marlon Brando, as his co-star in his initial indie. It'll be an adventure yarn and, with Tinseltown's two Top 100 players starred, how could it miss? The gal Rock yens as leading lady, same as yet-untitled film, is Big Time too: Liz Taylor!

STUART WHITMAN, the sensation of "The Sound and the Fury," will star in Fox's next big-budgeter, "The Alaskans," with Henry Hathaway directing. Piper Laurie is lighting her candle at both ends for the role of poetess Edna St. Vincent Millay in Columbia's "Lovely Light."

Muriel Landers' recipe for a new reducing dessert: a chocolate-caramel-cocoanut-pecan.

JULIE LONDON will star in only one segment of Four Stars new David Niven Show. But the seg, "Maggie Malone," will be used as a pilot film for Julie's own musical series to be titled, what else — Maggie Malone.

Jerry Colonna's complaint: "I keep turning on the radio of my tiny new foreign sports car but I can't get nothin' but kiddie shows!"

accepted. Jackie Gleason and Mgr. George "Bullets" Durgom have had the most amicable split in Show Biz history. "Bullets" — also mgr. of Jaye P. Morgan, Marguerite Plazza, Bobby Van, Jules Munshin and the Four Aces — wants to produce in Hollywood. Jackie wants to rest. Durgom's lawyers sent in his resignation. Jackie said: "I hope he'll change his mind. But if he doesn't like producing, he's always got me and with me he can be anything he wants to." Durgom, who took Gleason on in '48 when Jackie was ill and unemployed, and helped make him internationally famous, would get a manager's slice (about 10 per cent) of Gleason's \$100,000-a-year CBS guarantee for about 10 years more even if he left now.

The reason Frank Sinatra is going to Australia for a 10-day appearance is very simple: \$65,000.

Frank's reported considering Sugar Ray Robinson for the two movie roles he'd given Sammy Davis Jr. before they split. Lana Turner bounced over from El Morocco with Bobby Altman to see Sammy at the Copacabana and took such a low-necked bow from the mezzanine when introduced that even Sammy swooned. Lana looked scandalously beautiful, and characteristically asked me, "How's Slugger?"

Hedy Lamarr was Viennese-waltzing at El Morocco with her first husband, Fritz Mandl, whom she's known for a quarter of a century — since the "Ecstasy" days. "He's a business wizard and he's helping me straighten out my estate in Austria," said Hedy — who's still in a legal battle with last husband, Howard Lee of Houston, Mandl, now 60ish, has a home in Vienna, one in the Riviera — and four in South America.

Farm Daze: "A city friend of ours who held the belief that farming didn't require any know-how got a rude awakening after he returned from the bright lights to a small dairy farm. One day a few months after he plunked his money down for the farm he invited a group of his friends over for dinner. As they sat down at the table he asked, 'What will you have, milk or champagne?' They both cost me the same." — J. O. Jewett.

CHANNEL CHATTER — Mike Rennie will kill two birds with one stone in London next May: He'll start shooting the first of 19 segments for Fox-TV's new series, The Third Man, and also discuss the divorce terms with his estranged spouse, actress Maggie McGrath.

The Sahara in Las Vegas is angling Art Linkletter to make his nightclub bow during his TV-actuation this summer.

Playhouse '90's contribution to the Civil War Centennial will be "The Day Before Atlanta." The 90 nabobs are nudging Ray Stricklyn out of his starring spot as Nathan Leopold in the Hollywood Omnibus Theatre presentation of "Compulsion" for "Atlanta."

CONNIE TOWERS tore in from New York to record some of the Civil Warballies she sang as leading lady to John Wayne and Bill Holden in the new Civil War movie, "The Horse Soldiers."

Comedian Hans Conrerd quits his Broadway show in May and reports to Fox-TV to star in the Belvedere series originated in the movies by Fox's own "Mr. Belvedere." Clifton Webb . . . I asked Clifton why he doesn't play it, inasmuch as he's so closely identified with it. Said he, "That's exactly the reason — when fans start hollering 'Belvedere' instead of 'Webb' when they spot me on the street, it's time to call it quits!"

CLIFTON WAS packing for San Francisco when I talked to him, to help Bill Goetz hang some 50 of his impressionistic oils at a Bay City painting exhibit. "Just a couple of Old Masters," said he, "giving the younger Impressionistic lads a leg up."

Silent screen star Sally Eilers is back, starring in a new family situation series, Mother's Wonderful Room — as the mother. She and co-partner Nat Curtis shot five segments at the Hal Roach Studio.

Jack Paar couldn't get as many big names for his Tonight show on this visit as he got last time. NBC-TV pays only \$320-per-guest minimum and does Bing Crosby need THAT?



# Story of Library Growth Parallels That of City

## 30,000 Available Volumes

Thousands of well-read Palm Springs residents and visitors today enjoy the facilities of a modern public library that catalogues almost 30,000 volumes for their collective reading pleasure.

But books were as rare as residents when Welwood Murray, a transplanted Scotsman, first landed on the Palm Springs scene back in the dusty days of 1896. Railroad timetables and a few weary dime novels were probably the principal reading fare for the sun-scorched citizens dwelling hereabouts then—until Murray put his dreams to work.

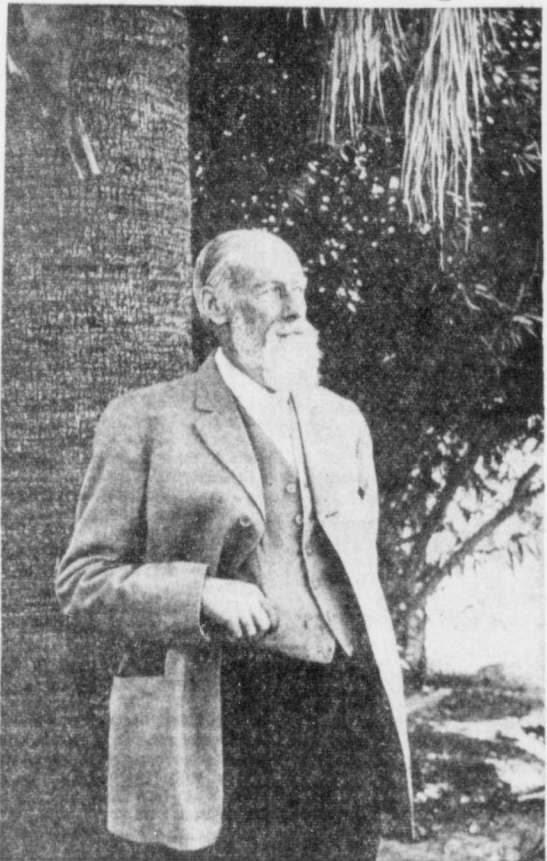
THIS ENERGETIC citizen nailed together the boards of the city's first hotel, secured the community's first school and launched his handful of residents on the path of education.

He also managed to set the stage for creation of what today ranks as the desert area's finest library.

The Welwood Murray Memorial Library, as it stands today, represents the collective efforts and ideals of at least a score of civilly inclined citizens, whose labors cover some four decades of resort history.

AND THE story of its growth might well be the story of Palm Springs itself.

The forerunner of today's modern institution was born shortly



WELWOOD MURRAY

after Murray "induced" the Southern Pacific Railroad to construct a wooden school building near the turn of the century.

Archives of the Palm Springs Historical Society indicate that Murray soon deeded the community a lot for construction of the first Community Church at Palm Canyon Drive and Andreas Road.

The first library was set up in a cabin at the rear of the church.

library and established a connection with the county library to secure books at special rates.

Now well established as an integral part of the community, the library drew the generous attention of the Hitchcock sisters, Alleine and Martha, who came here in 1922.

ALLEINE DIED in 1923 and Martha gave the community \$155, at the bequest of her late sister, to support the library to the extent of \$5 per month.

That \$5 later paid the monthly "salary" of the city's first librarian, real estate man Robert Edwards, who was also known as Palm Springs' "poet laureate."

Edwards was hired in 1927 to manage operations of "Alleine's Library at Palm Springs," by the first library board. The first meeting was dated Dec. 7, 1924.

THE BOARD was officially organized on Jan. 23, 1925, with Raymond Cree as its first president, and plans were formulated for construction of a new library building.

Contributions totalling \$200 were used for purchase of materials. Adolph De Muth donated the labor and an unidentified book borrower painted the building "in gratitude" for use of the community's books.

The library had been generally under the church wing until the board was formed, with Edwards and Dr. J. J. Kocher, as "unoffi-

cial librarians." Dr. Kocher was later vice president of Cree's board.

LOCATED BEHIND the community's Presbyterian Church, the library was incorporated as a self-governing organization in 1928 and formal rules were adopted—for the first time—governing the use of its facilities.

Books were previously borrowed on a rather haphazard basis. Various volumes often remained with the borrower and the children's section was dropped because of its dwindling supply—youthsters often "forgot" where the books came from.

IN 1928, Henry C. Pearson, who built the original ranch at Deep Well, and his daughter, Esther, assumed responsibility for all repairs of the library and donated many volumes to its shelves.

Helen Coffman joined the library board soon after and evinced new concern at the problem of accounting for books with the library's booming circulation.

This problem apparently continued, for records showed that 900 books on hand at April 3, 1929, dropped to 600 by Feb. 26, 1930.

BUT CIRCULATION climbed steadily, reaching 1,314 for a five-month period in 1931. By 1932, circulation of library books reached 2,213.

That was the year Village "newcomer," Francis Crocker, was elected vice president of the board.

As the library's volume continued to mount, however, new problems faced the board of directors, now headed by James Giegge.

The church property was sold in 1935 and the library was forced to move twice that summer. It settled in Frances Stevens School until 1937, when facilities were rented in what is now Desmond's store at The Plaza.

H. V. BRANDENSTEIN, a Village attorney, guaranteed the

first year's rent on the Plaza site, and the next year, records report, the library hit a new high of 400 books loaned in one month.

The institution went on a full, five-day schedule in 1936 under the guidance of Miss Dorothy Bear, who was hired on part-time status in 1932.

THE LIBRARY WAS christened as the Palm Springs Library in 1937 and boasted new furniture and a fire insurance policy.

That same year, Crocker approached George Murray, son of the bearded pioneer, with the idea of converting the old rest station into a memorial library, named for his father.

But incorporation was in the wind and Murray, eager to see the resort village become a full-fledged city, agreed to deed the land to Palm Springs when it became incorporated.

PALM SPRINGS became a city in 1938, and, following a special election, its citizens acquired the property.

Murray added a check for \$1,500 to his grant and the old "resting place" was glassed-in and refurbished as the Welwood Murray Memorial Library.

With the dreams of the library's many planners bearing fruit, a new building fund campaign was launched in the new city with a \$10,000 contribution from Tom O'Donnell.

ARMED WITH \$26,500, Architect John Porter Clark drew up the plans for a new library building. The new Welwood Murray Memorial Library was opened for business in early 1941, with 5,025 books on hand.

Today, the library is still under the direction of Miss Bear, who reported that circulation for 1957-58 was tabulated at 144,717—a far cry from the 2,213 volumes loaned out in 1932.

Inventory of library shelves last year registered 28,711 books, as compared to 18,121 in 1953-54, and library operations for 1958 cost the city \$33,117.

BUT THAT COST covers the operations of 13 library staff members, a library branch office on South Palm Canyon Drive, and such projects as the children's reading room, re-opened in January, 1948.

Library Board President Francis Crocker charted a forecast of library progress, showing an expected library circulation of 160,000 volumes and an inventory of 32,000 books by the end of 1959.

CROCKER'S SLIDE-RULE prognostication indicates that Village interest in the public library will boost these figures to 250,000 circulation and 51,000 individual books by 1963.

It's a forecast which, Villagers will agree, marks a fitting testimonial to the far-sighted imagination of a "transplanted Scotsman" and the host of resort leaders who followed a civic trail blazed almost 73 years ago.

## Walpoles Visit Richard Smiths

PALM DESERT—Mr. and Mrs. Thomas Walpole arrived in the village this week to spend Easter vacation as houseguests of Dr. and Mrs. Richard Smith.

Mr. Walpole is a prominent Chicago attorney.

## Piker

LAKE CITY, Mich. (UP)—A three-ounce walleye pike was good enough to win first prize of an outboard motor for fisherman Harold Plate of Lake City.

Plate and 790 other anglers had gathered on the ice of Lake Pepin, Wis., for the fish derby. In three hours, the only fish caught was Plate's pigmy pike.

The American Telephone and Telegraph Co. and its subsidiaries maintain the Nation's largest pension fund—more than \$2,826,000,000 in holdings, covering 725,000 employees.

The Desert Sun Friday, March 27, 1959 5A

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You agree upon the amount when you arrange for Custom Credit. Your cash reserve can range up to \$2400. Just figure how much you can conveniently repay the Bank each month. Then multiply by 12 or 24 months. The answer is the amount available. Example: if you can pay back \$25 a month, your reserve is \$300 or \$600. And, as you make the payments, you automatically keep increasing your cash reserve.

### Can you use your money any time?

Absolutely. You might use just a small portion now. Or perhaps not even touch it... just enjoy the good feeling of having extra money on tap, ready "if and when." Or you may want to spend all or most of it right away. Now or later...one big check or many small ones...it's all up to you.

### How do you pay back the money?

Remember, you pay nothing until you draw upon your cash reserve. Then payments will be either in the amount agreed upon—or 10% of the outstanding balance, whichever is less (with a minimum of \$25). You decide on payment amounts, payment dates. You pay bank interest; and only on the money used, not on your unused balance. It's all tailor-made to fit your family finances.

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## Want Recreation

# Everything Is Here in Desert

Ranging from the timber-swathed slopes of San Jacinto to the boat-infested waters of the Salton Sea, the Palm Springs Desert Resort area today offers an unparalleled vacationland vista to thousands of pilgrims seeking solace from winter chillbains or summer smog.

Take a world cruise if you like, but you'll never find a wider range of year-around recreational activities than you'll uncover in the relatively small confines of this sun-tanned valley.

IN ABOUT ONE hour from your poolside lounge in the heart of Palm Springs lies Mt. San Jacinto's winter playground — Idyllwild — where you can limber up on snow-covered ski runs while your traveling companions laze in the sun back at the hotel pool.

Want a different kind of skin? Then slide off the mountain and drive to the Salton Sea, a stretch of some of the world's most buoyant water located just about an hour southeast of the Village.

IF YOU'RE LOOKING for a round of golf before you take to the sea, then you might be invited to pause for a morning at one of the seven country club golf courses (five more are now being planned) that dot the desert area.

Golf balls, in this golfing capital, are today flying thicker than snowflakes in some quarters of the 49th state.

Most activities in this desert playground are centered around natural or man-made facilities designed for year-around recreation.

THE MAN-MADE variety offers up a 12-month course of swimming, golf, tennis, softball and various other suntime pursuits.

For the back-to-nature citizens, the desert offers up natural, palm-studded oasis in such photogenic

spots as Thousand Palms or Tahquitz Fall and Palm Canyon, in Palm Springs, and a host of similar scenic centers throughout the valley.

Water recreation in all its forms is available 12 months a year at the Salton Sea, 50 miles from Palm Springs (via either Highways 99 or 111).

HERE YOU'LL FIND more than ample room to maneuver your speed boat and water skis; and if it's sand and surf you want, you'll find several miles of state-operated, public beaches along the mushrooming north shore of this fabulous inland sea.

If you're on a health kick, you can head north from Palm Springs to Desert Hot Springs, and its dozens of health spas fed by natural mineral hot springs.

MAYBE YOU'D JUST like to take a scenic cruise across the desert via the old family flivver? Then head east along Highway 111 and you'll see some of the finest — and most picturesque — date gardens in the world.

You'll find virtually everything under the sun in the desert area that makes up the Palm Springs resortland, where everything is under the sun at least 362½ days of the year.

## Chamber to Mark 19th Anniversary

On June 4, 1959, the Palm Springs Chamber of Commerce will celebrate its 19th birthday of incorporation. Local leaders, however, worked for many years prior to the Chamber's incorporation, building "America's Foremost Desert Resort."

### LEGAL NOTICES

No. 687  
I, Jack Leonard, operating under the name of Hollywood Legion Stadium, hereby publish my intention of applying to the State Athletic Commission for a Club License to conduct professional boxing at the Polo Ground, Palm Springs, California, on Saturday, April 4, 1959, at 8:30 P. M.  
Published March 17, 18, 19, 20, 21, 24, 25, 26, 27 and 28, 1959.

### James I. Cavett

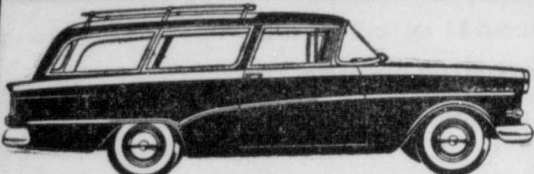
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THIS IS THE DESERT AREA with its unique proximity to any change of climate desired. Above is a rushing brook in the San Jacinto Mountains in all its natural beauty. Any direction, within two hours driving time, there's mountain scenery and recreation, beaches or, if one should desire, Los Angeles. (Val Samuelson Photo)



DRIVING IN THE SAN JACINTO Mountains can give anyone a thrill, but to really appreciate the magnificent beauty of the towering peaks and low-lying valleys one must take off on one of the many trails for hikers. It's only an hour away from the most famous desert resort area in the world. (Val Samuelson Photo)

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## It's Progress

# Utilities Show Rapid Growth

Progress is everybody's business, and it generally means good business for everybody.

And the year of 1958 proved the best year in history for the Palm Springs utility companies.

Utility company records, probably the best barometers for measuring a city's progress, show that Village area residents used more water, electric power and gas than ever before.

MEASURED IN terms of water, the city's growth last year could be rated at 375 million gallons—the increase over water consumption for 1957.

Palm Springs Water Company officials had 5,499 meters in operation last year as compared to 4,990 in 1957, and Villagers managed to use up better than 2½ billion gallons of water last year. California Electric Power Company officials said they had 12,422 customers in 1958 and 11,309 in 1957—an increase of more than 1,000 power users.

SOUTHERN CALIFORNIA Gas Company records show a total of 5,220 consumers here as of January, 1958. Last year, the top figure was 4,850 and, in 1957, the high was 4,450. history adds even greater impact

Flipping back the pages of city to today's utility progress figures.

In the first year of operation here—1923—Calelectric counted 83 customers. The water company, back in 1927, counted only 200.

Gas company records show only 2,435 resort consumers in 1949—less than half of its total today, 10 short years later.

## Clearly Labeled

IRA, VI. (UPI) — School bus driver Harold Taylor has made sure none of his riders will miss him. Instead of numbers, his license plates have one word, "Kids."

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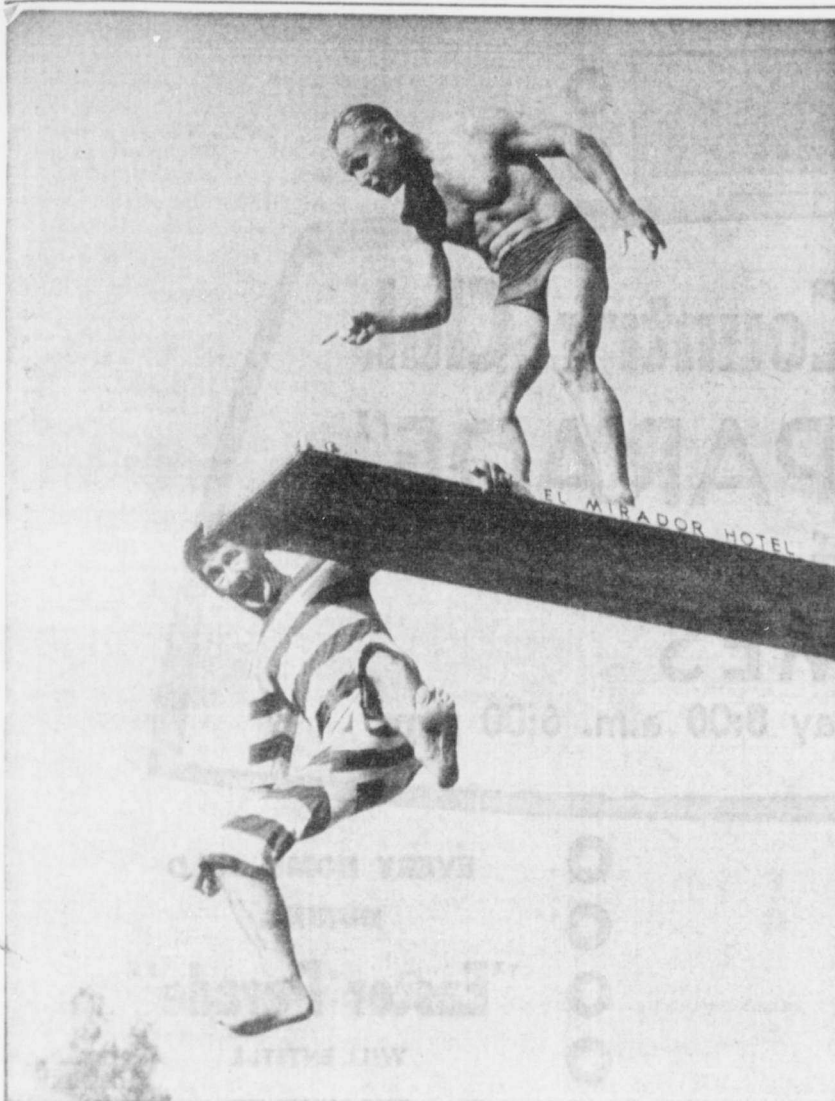
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BILL LEWIN, left, and Johnny Riley practice high board hi-jinks at El Mirador Hotel's mammoth swimming pool. The pair will head up the hotel's annual Easter swimming and diving show tomorrow at noon. (Conrad Hug Photo).

## TOO MUCH GREED AT THE TOP

# Boxing Title Holders Target of Hot Attack

By OSCAR FRALEY, United Press International  
NEW YORK (UPI)—A gnome of a man who has made boxing his life stood up to day and threw rocks at it.

Nat Fleischer, undoubtedly boxing's chief historian, charges that greed and the struggle for state's prestige has ruined all control in the United States. And he brands the "open defiance" of such titleholders as Floyd Patterson and Ray Robinson as "preposterous."

"All in all," barked the rugged title septuagenarian, "boxing is in a mess."

FLEISCHER, an intimate of all the heavyweight champions since Jim Corbett, scorns the crafty maneuverings of the Patterson camp which have kept the current heavyweight ruler wrapped in molasses. Not even his boxing enthusiasm can condone such "fights" as these against setups like Pete Rademacher, Roy Harris and the zephyr-like "Hurricane" Jackson.

But capping the climax was the recent eye-popping strategem in which Patterson was matched against Sweden's Ingemar Johansson in June and—after that—was signed to risk the title a month earlier in a "tuneup" against England's Brian London.

The Patterson brain trust ridiculed its own London bout when manager Gus D'Amato asserted that his man couldn't lose.

"THAT'S THE biggest joke of all," said Fleischer, who has made several trips around the world in the interest of boxing and has been decorated by three governments. "Imagine D'Amato assuring everybody that his man can't lose."

"A lot of people will get the idea from such a statement that this can't be anything else but a fixed fight," he insisted. "Not that such is the case, but the inference certainly is there. The whole thing is utterly ridiculous."

Making it even more absurd is

the fact that London, an oft-beaten heavyweight, doesn't even deserve a shot at the title. And this must rate as a title fight because in the heavyweight division there is not such a thing as a "non-title bout."

"D'AMATO HAS brought boxing down to its lowest ebb," Fleischer charged. "London is just an ordinary fighter; slow, inept, and easy to hit. Yet the gamble is always there that even a featherweight might lay one of the champions whiskers and put him away."

The aggressive Boswell of boxing also blows his stack when he thinks of the manner in which Sugar Ray Robinson defies the various controlling authorities, shrugs off the rule that he defend the middleweight title within six months, and bides his time deciding what to do.

## U. S. Cagers Win in International Play

BRUSSELS, Belgium — UPI — The United States defeated France, 78-55, Thursday to win the international military basketball tournament. The victory gave the Americans first place in the final standings with a total of 14 points. France was second with 13 and the United Arab Republic third with 12.

## Quarter Horse Meet Opens on April 10

LOS ALAMITOS — Joe R. Bassett, three times leading trainer at the Los Alamitos race course, today bedded down 11 horses as he awaited the start of a quarter horse meeting April 10.

## BOWLING

**WOMEN'S LEAGUE**  
Janis Enterprises bowlers rolled high team series in last night's play at the Palm Springs Bowling Academy when they toppled 2453 pins but Hoams Pools had the high team game, 860.

Beverly Midstokke took honors with high individual series, 525 and high individual game, 189. Standings of the teams to date: Wheelettes, 50-22; Hoams Pools, 44-28; Palm Springs Transfer and Storage, 42-30; Janis Enterprises, 30-42; Minna's Fashions, 27-45; Ramon Drug, 23-47.

## El Mirador to Present Aquatic Show Tomorrow

El Mirador Hotel's fun-filled Easter week celebration will take on a decided aquatic look tomorrow at noon when its swimming pool director, Bill Lewin, stages the hotel's annual swimming and diving show in its mammoth pool.

Lewin, former Canadian champion and the nation's No. 1 comic diver, will present Johnny Riley, former National Pacific Coast and U.S. diving champion, in an exciting diving exhibition from El Mirador's high diving board. Lewin will reel off his varied comedy dives in between Riley's performances.

Also featured in the show will be Tony Dow, who portrays Beaver's older brother in television's "Leave It to Beaver," and Sue Merritt, the nation's top girl swimmer in 1958. Both swimmers are 13 years old.

Others participating are a group of California Coast League record swimmers, including Stanton Booth, Dennis Pack, Keith Thomas and Ray Davidson. Plenty of local color will be injected in the proceedings when Knut Skjoberg leads Palm Springs High School swimming stars Jack Norie, George Gallen, Jim Bratten and Mike Good in exhibition swimming.

## Sound As a Dollar Says Herb Score

TAMPA, Fla. — UPI — Hard-luck Herb Score said today his arm is "sound as a dollar again" and he's ready to pitch the Cleveland Indians into some of that first division money.

Score, who flew here from Tucson, Ariz., to serve as the Cleveland representative at a players' meeting, said he was satisfied with his showing.

## American Seniors Semi-Finals Today

ST. AUGUSTINE, Fla. — UPI — Former champion Leon Sikes of West Palm Beach, Fla., faced Frank Ross of Hartford, Conn., and golf course designer William Diddel of Indianapolis, Ind., met Bruce Coffin of Marblehead, Mass., today in semi-final matches in the American Seniors golf tournament.

## Albright Seeks Bout

DALLAS, Tex. — UPI — Promoter Ralph Smith says big Bob Albright of Los Angeles has challenged the winner of the April 1 television bout between heavyweights Roy Harris and Donnie Fleeman.

# Fight Principals Heading for Village

## Fullmers Due This Weekend

Principals in the evening of fist-cuffs scheduled for Saturday night, April 4, at the Polo Grounds start arriving this weekend with the Fullmer clan, already packed, ready to take the open road from Salt Lake City for Palm Springs tomorrow morning.

Casco Andrade, who has been working out in a Los Angeles gymnasium, will set up camp at Hemet Monday.

ANDRADE and Jay Fullmer, lightweight brother of the former middleweight champion, Gene Fullmer, meet in one of the three ten-rounders scheduled for April 4 at the Rodeo Field at the Polo Grounds.

The Fullmer caravan includes Brother Don who meets Orlando DiPrieto in another ten-rounder. Gene Fullmer himself who is coming along for the ride, wives of the fighters, Mary Jensen, Fullmer manager and his wife and Lamar Clark, the newest heavyweight sensation, an addition to the card.

CLARK, WHO has scored 20 consecutive knockout wins, is matched in the third ten-rounder on the program against an opponent to be named this weekend. In addition to the triple main event bouts, arrangements are being made for fast preliminary bouts.

Jak Dempsey, former heavyweight champion, will referee the ten-rounders.

EXPERIENCED CREWS from the Hollywood Legion arena are due here today to set up the ring in the Rodeo Field.

In the meantime, tickets for the bouts are on sale today at downtown booths.

"There's not a bad seat in the house," said Roy Strong, aiding in the promotion of the bouts.

Prices range from \$2.50 for 3,000 general admission seats, \$6 for reserved seats, \$10.00 for box seats and \$15.00 for the Dress Circle.

THE FULLMERS will train at Blue Skies Trailer Park where a ring has been set up in the clubhouse.

The event, first pugilistic program in the city, is a part of the Annual Desert Circus and a portion of the funds goes to the Desert Circus Charities.

The program gets under way at 8 p.m. on the night of April 4 and a large gathering is expected.

## Perfect Game Bid Spoiled in Ninth

SAN JOSE, Calif. — UPI — Jack Loy threw eight innings of perfect, no-hit ball Thursday night but had to settle for a two-hitter while hurling the University of Oregon to a 4-1 win over San Jose State.

The Spartans scored their only run in the last frame on a pair of bloopers.



RELIEF ACE JIM HUGHES, counted on heavily for clutch aid by the Sacramento Solons this season, goes through the motions during drills at Polo Grounds here. Hughes reported in this week, checked out a uniform and started exercising with the idea of losing 20 pounds. Hughes has good curve, fair fast ball and excellent control. (Desert Sun Photo).



SOMEBODY SHOULD TELL Hollywood's Janet Leigh (Mrs. Tony Curtis) that old sports classic—"winning is not important, it's how you played the game," and perhaps she wouldn't look so sad after losing at tennis at the Racquet Club. The Cutises and their two children are here for two weeks and Janet has been taking tennis lessons from Racquet Club pro, Dave Gilliam. (Anderson Photo).

## Sacramento Blanked By Portland Club, 7-0

Sacramento's Solons, who reaped for their fourth consecutive practice game defeat yesterday at the hands of Portland, 7-0, watched anxiously today as General Manager Bill Brenner returned from Bradenton, Fla., and a round of talks with top-level Milwaukee officials.

Field Manager Bob Elliott picked up Brenner this morning, but neither man indicated what kind of arrangements had been made with the Braves, who have a working agreement with the Solons.

ONE THING was crystal clear following yesterday's debacle at Brawley: the Solons need pitching help if they are to be anything more than a weak sister in the forthcoming PCL race.

Elliott predicted earlier this month that "if I can get pitching help, we'll figure out there some-

where."

But Clair Hickman collapsed in yesterday's fray, yielding six of the seven Portland runs, mostly on solid bingles. The pitching has been spotty in each of the last four games, all of them lost by Sacramento. The Solons now have a 14 practice game record.

THE SACS TANGLE with Fort Worth of the American Association at 1:30 p.m., today, then resume their pre-season PCL feud against San Diego at 1:30 p.m., Saturday. The Pads bopped the Solons 15-4 Wednesday in India. Both games are at the Polo Grounds.

Brightest spots in yesterday's loss was a three-inning shutout job by Bud Watkins. The tall right-hander gave up one hit and struck out three in his turn. Cmo Baragan was the lone Sacramento batting star, getting two hits.

## May 1 New Date For Heavyweight Battle in Vegas

LAS VEGAS, Nev. — UPI — Heavyweight champion Floyd Patterson and British boxer Brian London today were assured the "use of the hall" on May 1—and when other obstacles to the controversial title bout can be overcome.

George H. Albright, director of the new 7,000 seat Convention Hall said both Cus D'Amato, Patterson's manager, and promoter Cecil Rhodes agreed they would accept May 1 as a suitable date for the fight.

Originally, the bout—which was run into complications that include a ban by the British Boxing Board—was to have been held late in April.

Albright said he expected D'Amato and Rhodes to arrive here Saturday at the latest to discuss the rescheduling of the fight for May 1, now that a Los Angeles group has given up its reservation for that date.

## Cal Poly Winner

SAN LUIS OBISPO — Cal Poly sparked by versatile Vic Hall, humbled Long Beach State, 36-45, Thursday in a dual track meet swept by high winds.

## Chaffey is Champ

POMONA — Chaffey defeated Fontana, 9-4, Thursday to win the championship game in the annual 20-30 Club High School Baseball Tournament.

# SPORTS in the SUN

The Desert Sun Friday, March 27, 1959 7A

## O'Brien's Record at Stake in Easter Meet

SANTA BARBARA (UPI)—Four men who have put the shot better than 60 feet including champion Parry O'Brien will seek to better his world's record Saturday in the feature event of the 21st annual Santa Barbara Easter Relays.

The Easter Relays marks the first time this year that O'Brien goes up against sensational freshman Dallas Long; L. Bill Nieder, former Kansas star, and NCAA champion Dave Davis.

O'Brien unofficially has bettered his own mark of 63 feet, 2 inches this season. The Olympic champion is positive the mark will not stand long and he wants to be the one to break it.

Nieder, stationed at the San Francisco Presidio, has recovered from a hand injury and is nearing his all-time best of 62 feet, 2 inches. Long is the youngest O'Brien thinks will take over eventually as the world's greatest shot putter.

The Phoenix youngster has an official put of 62 feet, 3 inches and unofficially has bettered O'Brien's record also. Davis has pushed the iron ball 61 feet and under the impetus of competition may give the other three trouble.

With field events dominating the relays, a world's record also is possible in the hammer throw in which champion Hal Connolly will be out to better his mark of 125 feet, 4 inches with a throw of 70 meters, 229 feet, 8½ inches.

## Howie Johnson Starts Defense Of Azalea Title

WILMINGTON, N. C. — UPI — A one-time insurance salesman who may be professional golfer's No. 1 exponent of "the power of positive thinking" opened defense of his crown today in the 72-hole 11th annual Azalea Open tournament.

But Young Howie Johnson of San Marcos, Calif., should have a task on his hands—beating a jinx, 118 other eager golfers and the rugged 6.651-year par 36-36-72 Cape Fear Country Club course. At stake will be \$15,000 in prize money, including \$2,000 to the winner.

The jinx is that no winner of the Azalea Open has ever managed to repeat. Other past Azalea winners who were back on hand for another try were Billy Maxwell (1955), Bob Toski (1954), Jerry Barber (1953) and Mike Souchak (1956).

## Chilean Jockey Out of Action 4 Months

LINCOLN, R. I. — UPI — Chilean jockey Jorge Contreras will be out of action from three to four months. X-rays taken Thursday showed Contreras had suffered a fracture of the fifth lumbar vertebrae when he was tossed from his mount during Wednesday's ninth race at Lincoln Downs.

## Rate Jorgensen And Gomes Even In Tonight's Bout

MIAMI BEACH, Fla. — A university student will put aside his books and square off for a fight with a city inspector tonight—two in a street brawl, but a boxing match that could give the winner a shot at the world's featherweight championship.

The student is Paul Sonny Jorgensen who studies marketing at the University of Houston, Tex., when not flooring boxing foes. The inspector, on the payroll in Providence, R. I., is hard-punching Harold Gomes.

The 10-round event will be televised nationally NBC at 10 p.m.

The fight is rated about even.

Jorgensen, 24, was ranked second nationally to Davey Moore. But Moore took the title away from former champion Hogan Kid Basse in this month in a fight since the last rankings were made. Moore owes Basse a return bout, but if that match very delayed, the winner of tonight's fight would likely be next in line.

Although Jorgensen boasts an overall record of 74-54 as compared to Gomes' 44-4, his list of opponents has not been as impressive as the hard-hitting inspector's.

Jorgensen has handled men mostly from the Southwest area while the 24-year-old Gomes holds impressive wins over Bobby Rogers, Lulu Perez and Ike Chesnut.

## Model Hair Upsets Favorite at Anita

ARCADIA — There was no racing at Santa Anita Park today as the Western Harness Racing Association observed Good Friday. Model Hair won an upset victory over favorite Annette Sue Thursday in the \$8,887 Los Angeles Trot. The winner ran the mile distance in 2:01 3/5 and paid \$22.50.

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Friday, Saturday, Sunday 8:00 a.m. 6:00 p.m.



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2000 square feet of luxury living—fully carpeted — living room and dining room draped — heated and filtered pool — built-in range — Dishwasher — garbage disposer — two-car garage. Many, many plus \$39,500  
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### The FAIRLANE . . .

Three large bedrooms—two deluxe baths—master bath with sunken tub — 2-car carport completed, finished and decorated — Can be converted into living area if desired! 2000 square feet of living area not including the carport.  
Steal it for

\$35,500

### The GOLFER . . .

Trimmed with Chocolate Mountain Stone —this 3 bedroom, 2 bath Fairway Home is located on a fairway lot to take the best advantage of the unsurpassed view. A 16'x 32' heated and filtered pool surrounded by a large, beautiful concrete patio.  
\$37,500

### The COUNTRY CLUBBER . . .

Dramatic entry garden, living room with exotic view. Deluxe kitchen with dishwasher—garbage disposer—and the fabulous Tappan "400" range — fully air conditioned.  
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Pools by Johnston, Palm Desert

Electric by Kirk Electric, Rancho Mirage

Plumbing by Hall's Plumbing, (American Standard Fixtures), Palm Desert

Concrete by Ralph Whyte, Palm Desert

Heating and Cooling by Hub Engineering, Chrysler Air-Temp, Palm Desert

Stone and Masonry by Gallierani Inc., Palm Springs

Building Materials by Palm Springs Builders Supply

Vinyl and Formica by Indie Paint & Rug Center, Indio

Cabinet Work by A-1 Wood Shop, Banning

Painting and Decoration by Frank Tofani, Palm Desert

Patio Fence by Redwood Empire Products Co., Palm Springs

Glass and Glazing by Hy's Glass, Indio

Plastering by Warren Cable, Palm Springs

Landscaping by Harvey Gerth, Palm Desert

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DURING

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A "PAID-FOR" Membership in the Fabulous INDIAN WELLS COUNTRY CLUB will be worth over \$1000.00. The membership will entitle winner to full golf privileges and use of the soon to be completed Club House.

SECOND PRIZE . . . a complete set of matched Lloyd Mangrum Woods

THIRD PRIZE . . . a complete set of matched Ben Hogan Irons

FOURTH and FIFTH PRIZE . . . Eddie Sussala's favorite putter

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MAX GRONE, president of the Palm Springs Shrine Club, welcomes El Jebel Temple Potentate Leonard De Lue of Denver, Colo., to the annual Shrine Club dinner-dance at El Mirador. Pictured are Dewey Carter, secretary of the local club; Potentate De Lue, Grone, Bob Winslow, first vice president of the Shrine Club, and Jerry Sanborn, second vice president. Desert Circus will salute Colorado this year, and Mr. and Mrs. De Lue are here for the celebration. (Conrad Hug Photo)

tate De Lue, Grone, Bob Winslow, first vice president of the Shrine Club, and Jerry Sanborn, second vice president. Desert Circus will salute Colorado this year, and Mr. and Mrs. De Lue are here for the celebration. (Conrad Hug Photo)

## CONVENTION BUSINESS NOW IS \$5 MILLION ANNUALLY

Well established in the role of one of the West Coast's favorite convention centers, Palm Springs today holds warm regard for conventioners who have built up a new \$5 million-a-year resort business.

Based on convention statistics

spanning the last nine years, Chamber of Commerce officials expect some 40,000 convention delegates to spend in excess of \$5 million in Palm Springs this year.

WHICH CHAMBER officials regard as a fitting tribute to the hotelmen, merchants and gregarious residents who have made Palm Springs so popular to organizations seeking an attractive convention headquarters each year.

Last year, the city played host to 114 individual conventions, involving 30,000 delegates who spent \$4,513,300, according to Bobbie Nye, head of the chamber's active convention bureau.

In 1957, 104 conventions brought 19,026 delegates to Palm Springs for a year-long business value of \$2,853,900.

THE GROWTH OF the city's annual convention business is dramatically illustrated by comparison with statistics for 1950, when only 15 organizations held conventions here.

That year, the city counted a grand total of 8,330 delegates, who spent \$998,300.

Today, Miss Nye reported, statistics show that each dollar spent for maintenance of the chamber's convention bureau returns \$36 in convention dollars.

THIS FIGURE, she noted, is based on reports made at last week's meeting in Monterey of the California State Association of Convention Bureau managers.

Other areas among the 13 cited return from \$34 to a high (next to Palm Springs) of \$270 for each dollar spent.

### Burns Elected Board Chairman

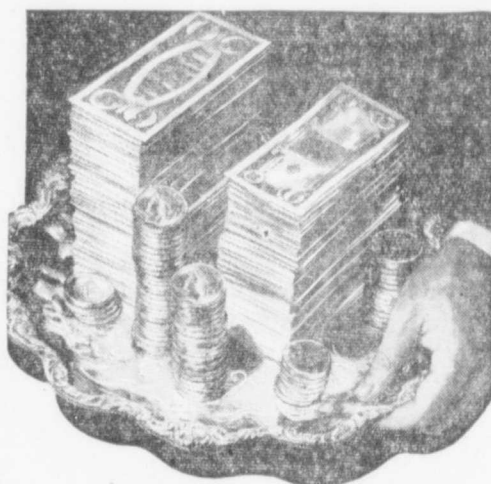
Herb Burns, oldest member in years of service on the Park and Recreation Board, having been appointed in September 1949, has been elected board chairman, filling the vacancy left by the resignation of Ben F. Shearer.

Election of Burns to the position was held following the appointment of two new members to the board, John Hollinger and Herb Esbitt.

### Lightning Strikes Thrice

CHICAGO (UPI) — The fastest three goals ever scored in the National Hockey League were made by Bill Mosienko of the Chicago Black Hawks. Mosienko scored them within 21 seconds of the third period in a game against the New York Rangers on March 23, 1952.

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# CAN YOU KEEP GOING MUCH LONGER?

Bernard M. Baruch

"Inflation flows from the selfish struggle for special advantage among pressure groups. Each seeks tax cuts or price increases, or wage raises for itself while urging the others to make the sacrifice, and with little regard for the national interest."

Senator Lyndon Johnson

"We all know that the end of such a spending spree would be fiscal insolvency."

Dr. George Gallup

"The important political significance is that the public—by a vote of 7 to 1—still thinks in strictly orthodox terms regarding the budget, or 'like a family,' the government shouldn't spend more than it takes in."

Senator Styles Bridges

"We must decide what we can afford and what are postponable luxuries. Certainly every dollar that can be efficiently spent for defense must be appropriated. But that inevitably means delaying even desirable peacetime projects. The alternative is higher taxes or ruinous inflation."

Sir Josiah Stamp, famous British economist

"Inflation is like running downhill. Beyond a point you either go faster, or fall over."

New York Times

"What does all this hand-writing on the wall mean, when an officeholder almost volunteers for political suicide when he asks higher taxation? It means that the people back home will have to begin to ask for less from government, recognizing the first law of governmental economics—that there is no such thing as free lunch."

Dr. Marcus Nadler, Professor of Finance, New York University

"Creeping inflation is morally wrong, for it robs the thrifty and the aged who live on pensions and social security of their labor in the form of savings and other monetary claims, and constitutes an invisible tax on the weakest segments of the population."

"Creeping inflation is economically unsound, for eventually it leads to an unstable economy, rising unemployment."

Leslie Gould, Financial Editor

"This inflation has already cut the dollar's buying power a third since the end of the war, and if the inflation of the war years is included, it is a 48-cent dollar against the pre-war one."

Inez Robb, Newspaper Columnist

"Maybe I'm just too old to comprehend the modern economic theory that a man or a nation can live in perpetuity on the cuff."

William McChesney Martin, Jr., Chairman, Federal Reserve System

"No greater tragedy, short of war, could befall the free world than to have our country surrender to the easy delusion that a little inflation, year after year, is either inevitable or tolerable. For that way lies ultimate economic chaos."

Senator J. W. Fulbright

"Excessive inflation in the long run destroys the will to work and the will to save, which are the foundations of our economic system. Inflation is a deadly enemy of a free capitalistic system."

*"I feel certain that the great majority of the people want the integrity of our money protected . . . if this is what we want, we must have a national crusade from the grass roots."*

SENATOR HARRY BYRD  
OF VIRGINIA

## A CRUSADE BY WHO? —BY YOU!

Inflation is our greatest enemy. It is a greater threat than the Soviet Union. For we know what the Soviet menace means and we are doing something about it. But inflation is a narcotic. It soothes and exhilarates while doing its deadly work.

Already it has reduced our dollar to half of its purchasing power. It is the killer rampant in our midst, threatening to destroy us as it has other countries whose rulers thought they could have a little bit of controlled spending and inflation; a little cheapening of their money. THEN IT WAS TOO LATE.

Deficit spending and the wage-price spiral are the twin poisons which are undermining your future. Some people say we need deficit spending by our governments for prosperity and growth. But they forget that the means can destroy the end.

The best minds of the world have said so. President Eisenhower has warned: "If you do get mounting inflation, our whole scheme of economy would just go out of the window."

### WHY BIG SPENDING, EXTRAVAGANCE AND WASTE?

One of the prime reasons things keep costing more at the store is Government extravagance . . . buying with tomorrow's money things we can't afford today.

Men in government—in Congress—are plain human beings. They want to keep their jobs as we all do.

But what has been happening to these men? They have been put on the spot.

On the one side, they have been entrusted with the job of protecting your interests, your money.

On the other side, they are being forced by every conceivable kind of pressure group to spend, spend, spend . . . for every special interest and selfish program except

the basic protection of your money and your rights as a taxpayer. Yet the bill comes to you either in the form of higher taxes or deficit financing (spending money we don't have)—or both.

When this happens . . . when government does not respond to the sentiment of voters back home . . . it is because you have not taken the trouble to tell them that you have had enough inflation . . . that your pocketbook won't stand any further whittling away of the dollar.

Have you spoken out in no uncertain terms? Have you insisted in Washington—and even at your State Capitol—on what you want . . . not what pressure groups want?

Or have you been a "stand-by"—talking to yourself as political spenders and the wage-price spiral eat up your income, your pension, your insurance, or bonds.

Politicians urge you to get out and vote on election day. We urge you to follow up your vote by insisting that those whom you elected do what you want done.

### WHAT YOU CAN DO!

We urge you in your self-interest to write to your Congressman and Senators—to your state and local legislators, your Governor—and tell them what you want so they can do their duty of following your desires. Then watch how they vote. Follow-up!

1. If you want a continuation of bigger government spending, if you believe you can get something for nothing by letting Congress vote appropriations for projects that might be delayed—THEN DO NOTHING.

2. But, if you realize inflation and further chiseling away of the value of your dollar stems from public extravagance and you want the spending stopped—TELL THEM SO!



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### Can't Have One Without the Other

3. Get others—your friends, relatives, members of clubs to which you belong, to exercise their rights as voters—to express themselves, too. It's a fine American custom.

(Your local newspaper will tell you the names and addresses of your Senators or Congressman if you don't have them.)

4. Help The Sound Dollar Committee publish this call to action where it will reach taxpayers throughout this State and across the nation.

**BUT ABOVE ALL—MAKE YOURSELF HEARD—  
DON'T BE A STAND-BY WHILE INFLATION  
EATS UP YOUR DOLLAR.**

### WRITE — TELEGRAPH — OR TELEPHONE TODAY

Remember: Lawmakers are human. They want to do what is right. But if you don't tell them what you want, the blame is on you—they will continue to play politics with your money.

No other step you have ever taken . . . no other contribution you have ever made . . . could do more for the security of your home, your business, your money.

Whether your contribution is large or small, it will be put to work at once.

### YOUR HELP IS NEEDED!

Mr. Peter Grimm, Treasurer  
The Sound Dollar Committee  
500 Fifth Avenue, New York 36, N.Y.

I wish to help in spreading this message against spending and inflation. Herewith \$..... to help run the advertisement in other newspapers.

I shall ask others to contribute to this necessary crusade and to write to their Congressmen and Senators. ☐

I shall be interested in having this ad run locally and will form a group to pay for publication in our newspaper or newspapers. ☐

Please send me printed material on spending and inflation for which I enclose a minimum contribution of \$1.00. ☐

Name.....

Street Address.....

City..... Zone No..... State.....

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# It'll Be Hats-Hats-Hats at the Hat Parade



**PALM SPRINGS HATS** Instead of corsages for wives of visiting dignitaries was the idea of Theresa Press who presented a hat to Mrs. James B. Clayton, left, wife of the president of the California Real Estate Association. There was one, too, for Mrs. Charles B. Shuttock, wife of the past president of the national association, and, in her absence, it was presented to her husband who is modeling it for the photographer. (Desert Sun Photo)

Flowered, beribboned hats, known the world over as Palm Springs hats, hats with the Easter theme, original hats, and zany hats, will parade around the oval pool Easter night as the Tennis Club holds its traditional Hat Parade, that will be a colorful finale to a busy Easter week.

The Palm Springs hat dates back to the early days, when Melba Bennett put straw cowboy hats, trimmed with ribbons and fresh flowers, on the heads of the Deep Well riders in the Desert Circus Parade.

The hats have metamorphosed from there, and their originator won't even claim some of the zany ones, but the beauty of the true Palm Springs hat has been enhanced.

It's Joan McManes who started the Hat Parade in a small way, many years ago, and it's become a part of Palm Springs Easter observance. It went with her when she went to El Mirador as social hostess, and for two years it highlighted their Easter Sunday Brunch. Now, this year, it's back where it started around the Tennis Club pool, and under the "V-for-Victory" palms that tower picturesquely above the pool.

The pool bouquet, so popular at Palm Springs parties, will be elaborated on, with dry ice sending up a smoky vapor through the floating flowers, in a pool outlined by pastel-colored balloons, with a sparkling "T.C." in the center of the misty pool. There will be hats full of flowers in the trees in the

garden, which will be an enchanted spot, filled with all the brilliance of the decorated hats.

Stationed on the first landing, the Frank Grace orchestra will play for the Hat Parade, which will be judged by a distinguished panel of judges, to be announced that night.

This colorful event will start at the cocktail hour, with many parties assembling around 5 p. m. The Hat Parade will start around 6 p. m.

After the parade, guests will climb the steps to the Bougainvillea Room, where a cart of fresh flowers will stand by the entrance, and inside will be an elaborate buffet table, arranged by Chef Tom. Decorated with flowers and hats, Easter eggs and rabbits, the table will offer an array of fabulous foods, including decorated whole hams.

One of the largest parties will be hosted by Mr. and Mrs. Harold McAlister, who are inviting a group from the Village as well as many Los Angeles friends visiting here now. Among those invited are: Messrs. and Mmes. John McClure, Harold Cooper, William Bannerman, George Roberson, Howard Morris, William Malouf, Gordon Prentice, Jack Luccarelli,

Don Bleitz, Fred Albertson, Jack French, Dolph Obergfel, Walter Braunschweiger, Joseph Froggatt, Ed Rothbart, Dan Dunlap, Edwin Fallgren, William Crawford, Reuben Fleet, Dick Edwards, Dr. and Mrs. Jack Costello and Mrs. Franklyn MacCarthy. This group will assemble by the pool for cocktails before the parade.

Mr. and Mrs. E. V. Anderson will be hosts to Mr. and Mrs. William Reichel, Mr. and Mrs. Ernest Young, Mr. and Mrs. Norman Waters and others.

Seated at a table for ten for the hat parade and later for buffet in the Bougainvillea Room will be the Henry Thorntons, the Charles Runkles, the Ned Bishops, the Robert Rosses and the Spencer Grants. Mr. and Mrs. George Irvin will be hosts to his son and daughter-in-law, the Robert Irvins of Los Angeles.

Mrs. W. F. Schlotman will be hostess at a large table. Her guests will include Mrs. Dorothy Whip, Mrs. Kitty Dunwoodie, Mrs. Gladys Stroud, Mrs. John Hamrick, Mr. and Mrs. Hale Brown, Dewey Speigle, J. Daniels, Ben Taylor and Moss Mabery. The Ed Robbins will have a table of 10 as will the Frank Hoys of Desert Braemar.

## The Desert Sun

The Desert Empire's Daily Newspaper

Society

Local News

Classified Ads



**COL. "PAPPY" BOYINGTON**, ex-Flying Tiger, winner of the nation's highest combat decorations, and author of the explosive and unsettling book "Baa, Baa, Black Sheep," will headline the panel of best-selling authors appearing at the Tennis Club next Tuesday for the Book and Authors' Guild's second luncheon meeting. Also on the program, which will be moderated by John Burton, will be Bruce Cameron, Leo Katcher, Harvey Haislip and Helen Hinkley. Guest attendance can be arranged for non-members. Call FA 5-6392.

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## Around Town

with Hildy Crawford  
Phone FA 5-5005

Scrubby mountain growth is slowly obliterating its sharp outlines... but the Angel of San Jacinto can still be glimpsed when the light is right... Long a landmark... it is revered by old timers... and viewed with awe by those who discover it for the first time... It is one of the charms of the desert... a guardian angel for Palm Springs... shielding it from the sweeping rain clouds from the Pacific... and from the winds that scourge the Pass...

The remarkable rock formation... shaped like a slender, graceful body with outspread wings... can best be seen by driving north on Indian Avenue to North Palm Springs... Here, preferably at the railway siding... look toward Palm Springs... and about half way up the mountain... at the top of the main ridge is the Angel... in a V-shaped gorge...

Early morning and late afternoon shadows or bright moonlight heighten the effect... The desert's first citizens... the Indians... were remarkably superstitious about the wild spirits that people the mountain heights... and avoided the canyons after dark... They spoke with dread of Old Tahquitz who lives over behind Lily Rock... Old One Eye... who swims like a frog... with magilliance in his heart... And it has been suggested that the Angel is there... to protect from the legendary evil spirit of Old Tahquitz...

Those "Be An Angel" basket bags... with the pink angels on the front of them... that are appearing around town... identify members of the Palm Springs Chapter of the Angel View Crippled Children's Auxiliary... whose motto is "Think Pink"... and who are busily working away for charity... in the Palm Springs manner...

George Liberace (he and his wife Jayne have a home here on Via Monte Vista) has carefully packed his treasured violin... and is off on a tour... He opened Wednesday night at the British Colonial Hotel in Nassau, Bahamas... followed by two weeks in Cleveland at the Tudor Arms Hotel on April 6... and three weeks at Bimbo's 365 Club in San Francisco on April 23...

Grace Pope... who is at the Desert Inn for her annual visit... and her friend Mrs. June McCaughey of San Francisco... were enjoying an al fresco luncheon on Howard Manor's pool-side lanai... with its magnificent view of the mountains... that are a backdrop for Palm Springs...



CHARLES WINNINGER of "Snow Boat" fame, who opens at the Palm Springs Playhouse Tuesday night in "Lightnin'", was an honored guest when First Nighters held their pre-theatre dinner at the Racquet Club Tuesday night.

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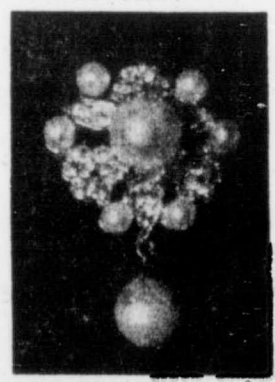
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MANY PLANS are being made for the closing events of Desert Circus Week, the concert by the Los Angeles Philharmonic Orchestra on Sunday evening, April 5. The concert, which is sponsored by the Palm Springs Playhouse Guild, will be preceded by a cocktail party and dinner at the Tennis Club, for Guild members and their guests.

Dinner hostesses, Mrs. Austin McManus, left, and Mrs. Henry Dolard, standing, confer with Playhouse Guild President Mrs. John F. Luccarelli, right, and Mrs. William Otto, second from left, general chairman for the Philharmonic committee. (Vic Culina Photo)

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### Concerts Like Philharmonic Come to Palm Springs Through Efforts of Playhouse Guild

Palm Springs Playhouse Guild is bringing the Los Angeles Philharmonic Orchestra, conducted by the brilliant young Italian maestro, Arturo Basile, to Palm Springs Sunday evening, April 5.

The outstanding musical evening will take place in the handsome new auditorium of Palm Springs High School. Designed as a theater, it is equipped with fine acoustics, sloping carpeted floors, and has upholstered seats for some 1,100 persons.

This concert is possible only because of the efforts of the Palm Springs Playhouse Guild, a non-profit group formed to maintain the theatre, the Guild and its hard-working president Mrs. John F. Luccarelli, have had the backing of Villagers and visitors, who have

donated hours of volunteer work, serving on committees, selling tickets, hosting dinners and balls, and doing all the thousand and one things which make such a group function to the benefit of the community.

Under its sponsorship, Palm Springs Playhouse, a unique theatre-in-the-round, has continued season after season to offer entertainment, rounding out Palm Springs program of things-to-do. In addition, the Guild has gone a step ahead, and brought other forms of entertainment to the Village.

This season two special events marked their efforts: the performance of the Ballet Russe de Monte Carlo, danced to a sell-out house, and the forthcoming Los Angeles Philharmonic concert, which incidentally is the final event of Desert Circus Week.

Conducting the 100-piece orchestra will be handsome, young Italian conductor Arturo Basile, who has won wide acclaim in Europe, and is described as directing with "enchanting ardor and passion." One of the foremost orchestras of the world this will be its 3122nd concert, since it was founded in 1919.

**GRAPEFRUIT'S GOOD**  
Grapefruit ambrosia makes a light dessert after a heavy meal. Cut two grapefruit in half, crosswise, and remove sections. Set aside sections and trim membrane and cores from shells. Notch edges if desired.

Combine grapefruit meat with 2 sliced bananas, 3 tablespoons sugar, 2 tablespoons fresh lemon juice and  $\frac{1}{4}$  cup grated fresh coconut. Spoon into shells, sprinkle with more coconut and garnish each with whole unpeeled strawberry. Chill before serving. Serves four.

**DeLuxe Peas**  
Try these deluxe peas next time a roast or pork chops are on the menu.

Sautee mushrooms and add to cooked green peas. Season to taste with melted butter or margarine and a sprinkling of fresh lemon juice, salt, and freshly-

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LAST BEER FESTIVAL for the El Mirador season honored Ray Ryan, El Mirador stockholder who started the popular event. Pouring beer, are, Clark Gable, on left, Ray Ryan. Standing, from left, Kay Williams Gable, Charles O'Curran, Patti Page, Bill Gargan, with Vince Flaherty, seated. (El Mirador Photo by Conrad Hug)

## Desert Circus Garb Varies

By JAN LOTZ

Never before have the women of Palm Springs been as enthusiastic about Desert Circus. And their keen interest may well be due to the fact that for the first time in the history, a member of the staff side—Mrs. J. Ross Clark II—is general chairman of the 23rd annual event.

Not only are the ladies of the Village busy with their responsibilities as chairmen and members of various committees, but as might well be suspected, they are very much preoccupied with their wardrobes for the fun-filled events, April 1-5.

Variety will be the keynote of female plumage. While some of the women are having their entire wardrobes custom made, others are selecting ready-made apparel in the many attractive specialty shops, while those endowed with talent for designing and sewing are creating their own garb.

Where natives of Palm Springs are concerned, Western attire will probably predominate. However, for certain events, the femmes will don their beau d'ange gowns, ermine, and diamonds.

Inasmuch as this year's Circus salutes the State of Colorado and its "Rush to the Rockies" centennial celebration, the large contingent of prominent Coloradans who will be arriving next week, plan to wear colorful gold rush costumes for many of the affairs.

For the Night on the Town party at the Racquet Club, Thursday evening, most everyone will arrive in Western clothes, ranging from the authentic cowgirl outfits of levis and plaid shirts to dress Westerns in handsome sues and leathers, adorned with fringe, silver beads and sequins.

At the Desert Circus golf tournament on Friday, April 3, many of the girls will be wearing their Bermuda shorts with tailored blouses. But don't be surprised if they leave their golf hats at home in lieu of sombreros or the traditional Palm Springs hats, made of straw and gaily decorated in flowers, and ribbons.

Friday evening, for the social highlight of the season—the cocktail party and Big Top Ball at Thunderbird Country Club—there'll be the most exciting raiment of the week. Some of the guests will be costumed in keeping with a circus theme and others will attend in dress Western clothes, richly embroidered or brightly decorated in metallics or beads, but definitely glittering and glamorous.

By contrast, there's a Lions Club breakfast the next morning

(Saturday) from 6:30 a.m. until noon... in the Safeway parking lot. Since it's a strictly informal chuckwagon feast, chances are those availing themselves of this affair will choose to wear levis or frontier pants and gay shirts.

Governor McNichols of Colorado and Governor Edmund G. "Pat" Brown, as Co-Grand Marshals, will be leading the spectacular three-mile long parade up P. C. Dr. on Saturday morning (April 4), beginning at 10:30 a.m. Costumes to be worn by the more than 3,000 participants in the parade will run the gamut of attire, including handsome military uniforms, picturesque dress Western, outfits richly decorated to present a striking panorama of riders astride their mounts resplendent in ornate trappings, boots and saddles and cowboy hats, levis and jeans, dramatic Spanish costumes, sombreros, cowboy hats, tiaras, the deputies in their black and white Western gear complete with traditional basket-type felt - trimmed handbags, baton twirlers in dazzling satin, majorettes in their high hats and short skirts in a dazzling array of colors, Indian costumes resplendent in bead designs and topped with feathered headdresses. Spectators flanking both sides of Palm Canyon Drive will be wear-

ing anything from Western garb to short shorts and Hawaiian sarongs.

Beginning at 1:30 p.m. on Saturday, there'll be an antique car tour of Palm Springs, with at least 50 intriguing horseless carriages participating. Drivers and passengers of these vintage automobiles will don their gay nineties garb, complete with dusters, visor caps, full skirts, pantaloons and plumed chapeaus.

A rootin' tootin' shootin' good time is in store for all in attendance at the Kangaroo Court, to be held at 4 p.m. Saturday in the Tennis Club. Western attire is apropos for this event, while many will wear traditional apparel, others will arrive in Mr. and Mrs. look-alike outfits, gracefully flared divided skirts and snaw dresses.

(To Be Continued)

## Home From Convention

Robert Allen of 1650 Paseo El Mirador, returned Tuesday from Los Angeles where he attended the California Association for Physical Education and Recreation convention held at the Statler Hotel from Friday through Tuesday. Allen, who is the west coast representative for the Donald Duncan Company, works with recreation departments throughout California.

## Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates to FA 5-5005.)

March 27  
Desert Riders, Moonlight Ride to Smoke Tree Relay Station, 6 p. m.

March 28  
Panhellenic Senior Girls Tea, 1133 Camino del Mirador, 2-4 p. m.  
Purim Ball, Jewish Community Center, 8:30 p. m.

March 30  
Pre-Theatre Chuckwagon Dinner, Playhouse Patio, 6:30 p. m.  
Civic Orchestra, High School, 7:30 p. m.

Albert Vertchampt Trio, City Council Chambers, 8:15 p. m.  
Preview Performance, Playhouse, 8:30 p. m.

March 31  
Kiwanis, Chi Chi, Noon.  
Soroptimists, Billmore, Noon.  
Book and Authors Guild Luncheon, Tennis Club, Noon.  
St. Paul's Guild, Parish Hall, 12:30 p. m.

April 1  
Loyal Order of Moose, Silver Top Clubhouse, 8 p. m.

April 2  
Lions, Chi Chi, noon.  
Night on the Town.

## Ray Ryan Honored at Last Beer Festival of The Year

A great, full moon blazoned the night sky, with slender, towering palm trees for cross arms, but the gardens were so bright and colorful that it drew an occasional glance. Japanese lanterns were strung through the gardens, flares flickered, and lights blazed in the pink tower that is a Palm Springs landmark.

Hundreds of people, wearing Bavarian hats, and many in costumes, lined up to fill their plates with sauerbraten and sauerkraut, pickled beets, salads and apple strudel, and ate at tables spread with red-and-white checkered

cloths. Pitchers of beer and bowls of pretzels adorned every table.

Using the terrace as a stage, John Meloch and his orchestra played the polkas for dancing and Tex Kidwell, El Mirador's singing cowboy, led the singing of old favorite songs.

Honoring the man who started the Bavarian Beer Festival that has been Number One on the entertainment Hit Parade in Palm Springs for two winters, Mayor Frank Bogert presented Ryan with an enormous beer stein, two feet high, with the legend "Herr Ryan" around the top.

Actor Bill Holden, who went on a safari with Ryan to Africa this year, was in the Ryan party and was presented with a rare bongo drum, carried in dramatic fashion by two dusk carriers, one in Swahili garb.

The Ryan party was the focus of attention during the evening as his guests included Bill Holden, Clark and Kay Gable, Mary and Bill Gargan, Patti Page and Charles O'Curran, Vince Flaherty, Janice and Frank Bogert, and Winsome Courtney. This group was in full Bavarian costume.

At a nearby table were two of the Gabors, who are much on the social scene here since Jolie opened her smart shop in the Village Green. Jolie and her husband Edmund De Szigeti, and Magda and her husband Tony Gallucci.

At another long table was a party hosted by the Stewart Hopps, honoring her birthday (Jerri wore a wreath of white flowers in her hair). In their party were Elsa and Bill Bassichis of Cleveland, who have been bidding friends goodbye as they must leave soon; Willie and Trav Rogers, the Claude Valeurs, Georgina Poston, Jimmy Morton, Mrs. Stanley Eckert, Pete Pettito, Mary Dayton, and the Hopps' daughter-in-law Mrs. Robert Hopps. Ed McCoubrey was escorting Vivian Davies and her daughter Diane, who is here from Sarah Lawrence School in the east.

The Sam Salingers were a foursome with the Herb McKenzies of Hillsboro, Oregon. The Ernie Youngs, who leave next week, visiting their iron mines in Montana on their way home to Hibbing, Minnesota, had as their guests the Ernie Dunlevies, Earl Hendersons and Ed Vines.

Also in the crowd were the Henry Dollards, Bill Reichels, Tony Burkes, Barney Gegenbachs, Mrs. Charles Mendelson, Burt McGuire, Roy Randolph, Joan McManus, Mrs. James Buck, Mr. and Mrs. Stewart Williams, Mr. and Mrs. John Clark, and many, many more.

### CLOSING TIME

Overheard in a smart shop—"Mary, much as I love Palm Springs, I'm so tired of closing and opening our house I'm about ready to sell."

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MORE THAN 50 First-Nighters enjoyed dinner at the Shadow Mountain Club before viewing the opening of the play "The Mousetrap," a mystery thriller presented by the Palm Desert Players. From left to right are, standing, Dr. P. Martin Baker, Allen Ahrens, Dick Coffin, Walter Stearns, vice president of the Players group, Jeanne

Ahrens and Bob Hanson; seated, Mrs. Baker, Mrs. Hanson, Mrs. Coffin and Mrs. Stearns. "The Mousetrap" will be presented again tonight, Friday and Saturday, March 27 and 28, at the Players new location in the east wing of the Palm Desert Shopping Center. (Desert Sun Photo)

## Ives' Win SMC Mr. and Mrs. Championship

PALM DESERT—Mr. and Mrs. C. A. Ives won low net honors and the club championship in the "Mr. and Mrs." play at the Shadow Mountain Club, with a combined net score of 100.

Mr. and Mrs. Archie Sumpter won second low net with a card of 104. June and Clarence Goodwin, who carded 105, won third low net.

June Crux and Col. George Townsend won low net honors in the "Guys and Dolls" division with a combined low card of 101. Belle Keightley and Al Hintze and Betty Bassard and Ralph Cope- lon tied with combined low net scores of 104.

Palm Desert Bank of America donated the perpetual championship trophy. Other prizes were donated by Harold A. Smith, Edith Eddy Ward, Joe Gokey and many more.

Fifty-six players participated in the tournament, which was followed by a party and buffet dinner.

## For First Time

# Summer School Planned In Coachella Valley Schools

INDIO—A summer school program for students of the elementary school grades in this desert area was approved this week at a board meeting at the Thomas Jefferson School in Indio.

Marking the initial establishment of a summer elementary school in the Coachella Valley, the extra sessions are designed to aid students who are having a difficult time with their grades.

They will also serve as a general enrichment program of education, according to Gene Roberts, president of the Indio School board.

"Plans are now underway," said Roberts, "to obtain approval for the summer school from the state board of education. This should be an automatic procedure as a great deal can grow out of the establishment of summer elementary schools in our desert area."

A record enrollment of 289 stu-

dents is already on hand for the summer sessions. Between eight and nine classrooms of the Thomas Jefferson School will be utilized for the program and a teacher of remedial reading will be added to the faculty, Roberts said. School is expected to begin around the middle of June and end six weeks later. Classes will start at 7:30 a.m. and terminate at 12 noon. Parents will be requested to provide transportation for their children.

**Tea Break**  
ST. CATHARINES, Ontario (UPI) — Officials of the Premier Trust Co. here discovered several dirty tea cups in the vault of the bank after thieves had broken in and taken over \$500,000 in cash and securities.

**OPENING TOMORROW**  
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## Gold-Conscious Alaska

ANCHORAGE, Alaska (UPI) — Panning for gold is one of the most popular extension courses at the University of Alaska. Roving instructors hold classes in 60 towns in the new state.

## P.D. IS ASSURED OF HOME DELIVERY

PALM DESERT — Home delivery of mail in this area will probably be a reality by fall, it was announced today by Bill Myers, postmaster.

Plans are now underway to establish relay boxes in the heart of town, and while it will take about five months to set up the system once official permission is obtained, complete approval postal authorities will probably be no more than a matter of formality, Myers explained.

Box-holders have overwhelmingly approved the new set-up through questionnaires sent out recently, endorsing home delivery service by three to one.

An approximate 1,400 homes and 4,000 persons are now in the area, according to a survey recently completed by Wendell E.

Larson, postal field service officer.

A complete survey to establish boundaries will soon be made by an inspector from the regional office in San Francisco.

## Coachella Judge Gets Extra Help

Personnel Director Donald Spencer told the Board of Supervisors this week that the auditor's office has verified a claim by Judge Kerby Hester of the Coachella Judicial District that the case load in his district has increased to a point where additional office help is needed.

On Spencer's recommendation, the board approved employment by Judge Hester of a temporary clerk for the balance of the fiscal year, through June 30, and added \$300 to his extra help salary account.

In his request for additional help Judge Hester stated that whereas his case load for the year 1957-58 was 2,435 cases, the case load for the last six months of 1958 was 1,510 cases resulting in an income of \$39,630.50 for the period from July through December.

## Party Honors E. L. Jenkins

PALM DESERT—Mrs. Eleanor Germeaux, of Highland House, hosted an "Aloha" luncheon at the Shadow Mountain Club as a farewell for Dr. and Mrs. Edward L. Jenkins, who left the same afternoon for their home in Chicago.

Guests included Mr. and Mrs. Thomas Walpole of Oak Park, Ill., Mrs. Richard Smith and Mrs. Jean Olmstead.

The Great Clock at Westminster Palace in London — more commonly known throughout the world as "Big Ben" — started ticking on May 31, 1859. Its famous bell, however, didn't begin to toll until the following July 11.

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# Resort Area Studies Alternate Airport Site for L.A.

## Problem Is Worry for Entire Area

Resort area civic leaders are gingerly cradling a package potentially worth millions, but they can't seem to find a spot where they can drop it without jarring either the "merchandise" or the prospective shareholders.

The package — a multi-million-dollar, all-weather alternate for the traffic-jammed, frequently smog-bound Los Angeles International Airport.

**THE PROBLEM** — where to put a massive airfield, capable of accommodating the largest jet aircraft in service; a site mutually advantageous to the airlines and desert communities concerned.

"Right now, you can determine whether you want this airport around here," said County Supervisor George Berkeley. "You'd better think about it — it's a question that should be resolved soon."

Berkeley addressed his remarks to members of the Coachella Valley Advisory Planning Committee who evinced an apparently divided outlook on suggested locations for the "desert international airport."

**THE FOURTH** District Supervisor also suggested the creation of a special Aircraft Service District for tax support of the proposed international field and all airports existing in the county.

Berkeley said the district would absorb the Palm Springs and Riverside city airports, combining all existing and future airports into an organization governed by the Board of Supervisors, "with the support of the cities concerned."

**BUT FIRST**, Berkeley noted, desert area communities should "get together" on a site for an alternate field.

"County studies and economic factors now indicate that there is no other place more feasible for use as an alternate than the Thermal Airport or the desert area," Berkeley said.

Berkeley added that there seems to be little opposition to a desert location for an airport that would bring international air traffic into the area.

**PALM SPRINGS** city officials have indicated their approval of a desert area landing field, but City Council members oppose the use of the city's airport for jet aircraft.

A similar outlook was reflected by Thermal Civic Council members, represented at the CVAPC meeting by Dr. C. S. Johnson.

"I don't see how Thermal Airport could be converted for use by jet transports," Johnson remarked. "It's too small and there are too many economical factors involved."

**JOHNSON POINTED** out that



DESERT AIR PARK, the most luxurious private-owned green lawn and will take single and twin-engine aircraft on the field. The airport is one of three in the desert area—others being a municipal field at Palm Springs and a county-owned facility at Thermal.

the mammoth jets require runways seven feet thick and surface water conditions of the 4-acre Thermal facility preclude the construction of concrete landing strips of that depth.

Noise and air pollution factors, items also viewed by Palm Springs officials, were also cited as reasons for the council's negative outlook, Johnson said.

"I feel that an area on the other side of the Valley would be far more suitable," he said.

**ACTING CVAPC** President Francis Crocker suggested the Thousand Palms area, but Mrs. Mina Welcome, Thousand Palms Chamber of Commerce president, answered that "I don't know where we'd have enough undeveloped land."

She suggested, in turn — and CVAPC members agreed — that the sandhill between Rio del Sol Road and Washington Avenue would be a suitable location, benefiting all Coachella Valley communities and the airlines as well.

Berkeley outlined a few attendant problems to locating a major airfield in the desert area.

**HE POINTED** out that an air facility of such proportions as an international field could require adjacent industrial facilities for servicing of all types of aircraft. Noise and possible air pollution of jet exhaust are also regarded as undesirable features and generally preclude construction of the proposed installation adjacent to any city.

But the desirability and the necessity for a desert international alternate are apparently undisputed by desert area communities.

**"THEY MAY** solve the Los Angeles airport's weather problems with electronic equipment," Berkeley said, "but they'll never be able to arrive at a solution for their tremendous congestion of air traffic."

"Los Angeles needs an alternate international airport, and the desert area is the most desirable location anyone can find," he added.

## SIX DESERT AREA EVENTS HIGHLIGHT APRIL CALENDAR FOR ALL-YEAR CLUB

A half dozen desert area events highlight the April calendar of the Southern California All-Year Club, the organizations newsletter indicated today.

The local events were listed along with other Southern California attractions which annually attract thousands of tourists who spend half a billion dollars here each year.

In Palm Springs, the 23rd Annual Desert Circus will jumpack a score of events into a six day span between April 1-5. Included will be the city's first major prizefight — pitting lightweight Cisco Andrade against Jay Fullmer — and an antique car rally. Also listed is a parade, some baseball games, a grand ball and a presentation of the Los Angeles Philharmonic Orchestra.

**THE OTHER FIVE** desert area events are:

—Twentynine Palms Batons Twirling Contest, set for April 11 in that community's Recreation Park.

—Idyllwild Bear Festival, due on April 11-12, with a bear meat barbecue and trained bear performances saluting California's bear symbol. A Bear Queen will officiate at such contests as a chain-saw derby, a Pauline Bunyan competition and a woodsman test.

—Palm Springs Women's Golf Tournament, slated for April 11-15, on the O'Donnell Golf Course here, will mark the 24th renewal of this competition.

—MORONGO VALEY Wildflower Show, set for April 18-19, will feature wild flowers, weathered wood, cacti and butterflies of the high desert — all on exhibition at the Morongo Valley Lodge. Sponsored by the Golden Age Club, the event will have Bruce Black, official at Joshua Tree National Monument, on hand to identify the species.

—Tenth Annual Racquet Club Invitational Tennis Tournament will lure top-rated stars to Charlie Farrell's Indian Avenue emporium for a two-day session on April 25-26. Past attendees have included such stars as Ginger Rogers, Greg Bautzer, Gussie Moran, Pat Di Cicco, Gene Kelly, Dinah Shore, Keith Larson and Phil Reed.

For the 44th year the National Orange Show will be held April 23 - May 3 at San Bernardino. About a trainload of oranges go into juice at the world's longest bar and into exhibits along the "Polynesian Paradise" theme group around a volcano spouting orange lava. A marina 1,000 feet bigger than a football field will permit water skiing and aquatic exhibits.

**FROGS WILL BE** jumping at Del Mar April 12 in the warm-up for the jubilee at Angeles Camp. A jump is three consecutive hops and one winner did 7 feet 10 inches (no springs installed).

The world famous Ramona Outdoor Play will be given weekends

of April 18-19, 25-26 and May 2-3 in the acoustically perfect natural amphitheater near Hemet and San Jacinto. Raquel Tejada, 18-year-old beauty contest winner of La Jolla, plays the Ramona role.

Calexico and Mexicali in the great Imperial Valley cotton country hold their Cotton Carnival April 23-26. There will be a queen on each side of the border—Queen of Cotton and Mexicali Rose, a cotton ball and fashion show, International Cotton Parade going through the international gate.

**AS THE BLOOMING** season on the desert arrives, China Lake near the great Navy test center is holding a Desert Wildflower Show April 25-26. Not only hundreds of kinds of flowers, but horned toads, lizards and other desert life, as well as gems and a 350-pound geode will be exhibited.

Hi Vista in Antelope Valley holds its 27th annual Wildflower Festival April 11-12 showing flowers gathered in from the desert of three counties. On Sunday there will be the traditional ham dinner and turtle races.

With blooming of the lilacs, Palmdale holds a lilac show tentatively set for April 11-12. There will be about 200 exhibits of lilac bouquets and arrangements.

**NEEDLES BESIDE** the Colorado River arranges its flower show April 4 around the theme "Desert Wonderland."

Santa Barbara, the orchid growing center, holds the 14th annual International Orchid Show at the National Guard armory April 16-19, with orchids brought from abroad.

**Wrong Number**

NEW YORK (UPI) — Dr. Giovanni Perona, an atomic scientist from Italy, was accused of turning in a false alarm, but the case was dismissed when Perona explained he merely wanted to make a telephone call. Italian street phones, it seems, look remarkably like New York City fire boxes.

## Palm Desert

By GRETCHEN CHEESEMAN

One of the most attractive cocktail parties of the season was given last week by Mr. and Mrs. Walter E. Allen in their Joshua Tree Street home in honor of Dr. and Mrs. Ray M. Balfest of Oklahoma City, Okla.

Other Oklahoma City guests were the Ray Woods, Robert Hefners, Mrs. Joseph Beard, Mrs. Leslie Fain, Mrs. Edward H. Cook was a guest from Honolulu. The Palm Desert area guests included the R. G. Meyers, Murray Graysons, Harold Dahlbergs, Stephen Chases IV, Major Slaters, Carl Hendersons, Herbert Shaws, J. F. O'Connors, Charles Yates, Sam Arscotts, Col. and Mrs. George Townsend, R. O. Winklers, Don Camerons, Dr. and Mrs. P. W. Seals, John Morans, Mon Wallgrens, Harold Smiths, William Boyds, Lloyd Robbins, Dr. and Mrs. George Munns, Robert Pinnells the Corwin Spencers of Palm Springs Mrs. Henry Cheeseman, Mrs. H. C. Carpenter and Mrs. Edna Value.

Mr. and Mrs. J. N. Fish of Aberdeen, Wash., have departed for home after spending a week's "golf vacation" in the desert.

Mr. and Mrs. Roy Nixon hosted a tea on Sunday afternoon in honor of their son and wife, Dr. and Mrs. James Nixon of Los Angeles. The guests were from Palm Desert and Indio.

Mr. and Mrs. N. C. Stone of Detroit, Mich., are houseguests of Dr. and Mrs. George Munns. Mrs. Stone and Mrs. Munns are sisters.

Mr. and Mrs. A. J. Gibson have opened their Sun Lodge for a two week vacation.

Mr. and Mrs. R. Hanson of Spokane, Wash., hosted a cocktail party in the home of the Gifford Salmons, with whom they have been visiting for the past week. The Hansons departed the following day for the northwest.

Mr. and Mrs. Niles Howell have been visiting the "old home town," Santa Maria, for a few days.

The Pan-Hellenic Scholarship Tea on Saturday, March 28, will be, as usual, a large and interesting social gathering. Both Palm Springs and Coachella Valley High School seniors who are entering college will receive a fund of information from the Pan-Hellenic ladies who have enjoyed college themselves. This will take place in the home of Mrs. Florence Larned, 1133 Camino de Mirasol in Palm Springs.

Mrs. Hazel Sergeant has been entertaining her family over the weekend, her brother and wife, Mr. and Mrs. E. B. Allabough of Boston, Mass., and Mr. and Mrs. Joe Allabough and daughter, Karen, of Van Nuys. Mrs. Sergeant hosted

a small cocktail party and buffet for her guests Sunday evening. Others besides the family included Mr. and Mrs. Cliff Throesness and daughter, Valerie, Dr. and Mrs. Charles Alexander, Mrs. Kitty Pritzlaff and her sister, Mrs. Olive Foster.

On Thursday evening, March 26, there was a "farewell party" for the Jack Kerns band and Friday, March 27, will be the "welcome party" for the Todds, who will be making music at Shadow Mountain Club during the month of April.

Mr. and Mrs. Kenneth Mann have been guests the past week of Mr. and Mrs. Niles Howell. This is the first trip to the desert for the Manns and they have not missed one thing of interest during their visit.

Mr. and Mrs. Ralph Rowland and their guests, Mr. and Mrs. Harold Butcher, enjoyed a three-day holiday in Las Vegas. The Butchers departed the end of the week for their home in Toledo, Ohio, after a month's visit here.

Mrs. Dorothy Barnes, who lived here for several years and now has a residence in Idyllwild, was a guest of Mr. and Mrs. Walter Markley for several days. Mrs. Barnes leaves around the first of June for a three month stay in England where she will study portrait painting.

The Palm Desert Woman's Club held its monthly luncheon meeting this week. Mrs. June Goodrich gave a report on the annual "family" evening party which will be given the latter part of April and will be called "The Roaring Twenties." A program of nostalgic melodies was presented by Larry and Betty Hughes, accompanied by Moya Martell.

Miss Margo Gerke, well known artist and daughter of Mr. and Mrs. Carl Gerke of Sierra Madre, announced her engagement to Dr. Ernest of Stockton. The wedding is planned for June 1 with a Hawaiian honeymoon trip.

Frank D'Amico, genial Mafire d', of Shadow Mountain Club was given a surprise birthday party at Firecliff on Tuesday evening by a group of more than 25 friends.

Herbert and Norma Shaw were dinner hosts for old friends, Mr. and Mrs. Allen McKinnon of North Hollywood, Mrs. Brooks Hagen and daughter, Virginia, of Los Angeles, at Shadow Mountain Club one evening this week.

Seaweed meal, used experimentally in animal feed, has been found to increase milk and egg production. Sheep produced more lambs and better wool, turkey mortality was reduced and pigs fattened up faster with seaweed in their diet.

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**EEHIM**

**N O O P R**

**S W Y Y**

|   |   |   |  |  |
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| S | E |   |  |  |
| A | T | A |  |  |
| V | R |   |  |  |
| O |   |   |  |  |
| R |   |   |  |  |

Authority: Merriam-Webster dictionary

SCORING: NOW AUTHOR SCORED YESTERDAY

5 letter words... 5 pts.  
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THIS IS THE PUBLICITY COMMITTEE of the Palm Springs Chamber of Commerce for this year, headed by William Smith, Chamber of Commerce first vice president. Members are, left to right, seated, Robert Levin, Ed Chapman, Smith, Chamber Manager Jimmy Cooper, Maxine Kester; standing, Harold West, Bill Zech, Bill Hes-son, Robert Snelson and Irv Chernio. (Gayle's Studio Photo)

## Census Figures Show Continual Growth; Upward Trend Evident

Census takers tell you that you can best measure a city's progress by counting the noses of its citizens each and every decade.

In Palm Springs, we might count the city's collective proboscis a bit more frequently, but the results are the same — and we count a good many more new citizens every year.

TODAY, CITY OFFICIALS estimate that the permanent population (meaning citizens) who live here 12 months of the year ranges somewhere between 14,000 and 15,000.

Which is quite a jump from 7,213 permanent Villagers back in 1946.

That was the figure established by a special census.

The regular federal census in 1950 brought the population total to 7,660. Three years later, the city called for another special audit and found that 10,381 citizens called Palm Springs home.

ANOTHER NOSE-COUNTING in 1956 disclosed still more substantial population growth — a rise to 12,225 residents, and by time 1958 rolled around, city officials were convinced that the population must have hit close to the 15,000 mark.

So they called for another special census, but the figures were disappointing and, local officials believed, mistaken.

The federal tabulation showed 12,600 year-around Villagers, but civic leaders felt that a city which

had mushroomed from 20 square miles in 1938 to almost 40 by 1958 should reflect a corresponding increase in population.

PARTICULARLY SINCE a score of new subdivisions had added hundreds of new homes to the city in the past two or three years.

On this basis, it is the general theory that an estimate of from 14,000 to 15,000 citizens is justifiable, in view of such unprecedented growth.

In addition to its regular four-season residents, Palm Springs has an enormous reserve of "winter residents," citizens who have homes elsewhere but dwell here from six to nine months every year.

cials claim that these winter Villagers now raise the city's population to a peak of 50,000, give or take a few thousand.

Add to this the additional thousands who flock here for week end holidays, and you find the "Village" taking on the aspects of a metropolitan community, comparable to cities much larger in geographical scope.

But whether they're here for 12 months or six, the sun-browned citizens with Palm Springs addresses are greeting more newcomers every day — and you can bet they'll have plenty of company as the city progresses.

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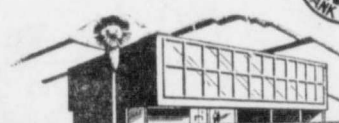


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New Indio Address Corner of Bliss & Towne

It is rather surprising to note the number of new, front gardens that are being covered with pebbles of granitic stones of various colors.

First the sand soil is evenly spread after the builder's debris is removed, then a heavy roller is used to form a flat surface, extra soil which is mostly desert sand is hauled in and used for hummocks in various parts of the lawn to a foot or two above the surrounding soil, some white, some reddish brown, some blue and other colors, many of these gardens make use of huge boulders of various shapes and colors. The planting consists mostly of various cacti and other desert growths; some with cactillo, barrel cactus, young fan palms, and other decorations.

We must admire the present effect, admit the resulting labor-saving, admit the lessening of water bills but we doubt the future effects, mainly because of the rapid leaching of water and the possibility of various weeds popping up to play havoc with the appearance of the tout-ensemble.

THE POSSIBILITY of both of these conditions could have been eliminated if the original flat soil had been covered with commercial roofing or other non-absorbing material before the hauling in of extra soil and the decorative period. We know that this has been done in many spots throughout the valley with excellent results.

We noted in some of our wanderings that one or two of the householders started a narrow lawn bordering the edge of their property leaving two thirds of the front to be decorated similar to those mentioned above. This occurred about a month ago; both of those lawns now look like what we would expect at the end of June and the beginning of July.

EVIDENTLY NO preparation of soil or mulching with fertilizer and peat moss had been considered, an excellent way of throwing money down the drain. It is possible that the grass was intended as a temporary measure but we still consider it wasteful. Horticultural experts tell us that there is no actual plant life in the original soil but it has one very helpful and necessary merit in aiding good gardening in our desert by supplying good drainage.

We would advise the amateur gardener who has fallen for the new fad to stick to the many varieties of cacti that grow so well with a modicum of attendance and a minimum of water. It would surprise him the vast number of cacti that produce sensational flowers that challenge even the rose for colors and beauty while calling for less attention and feeding cost than other sensational flowers.

FROM OUR experience we feel that none of the palms should be planted in those hummocks of soil previously mentioned. Palms grow best with their roots in damp soil and their heads in the sun. This applies to the Fan Palm, the elegant King Palm, the Queen Palm and the Washington Filifera.

Despite these criticisms it is our firm conviction that the type of lawn we have been discussing will become more and more prevalent and, with the necessary help of the non-absorbent sand covering we previously mentioned, will eliminate much of the lawn mowing and be less expensive in the long run. However this assertion covers only the localities where there is a minimum of blowing sand. T.G.M.



FIRST NINE UNITS of a proposed two-story, 20-apartment building are now under construction at 914 Second Street in Cathedral City. Owners are Mr. and Mrs. William Boyd, above, foreground. Estimated total cost of the development is \$140,000. Mr. Boyd formerly was a prominent contractor in the Oceanside area, and served as contractor for the Sonja Henie subdivision there. (Desert Sun Photo)

## LA QUINTA HOTEL REVEALS \$12 MILLION DEVELOPMENT

LA QUINTA — Plans for a \$12 million resort and golf development program centered on fashionable La Quinta Hotel were disclosed today by the hotel's new owners.

The development program, embracing an 18-hole championship golf course and an exclusive residential subdivision, was revealed by financiers John Elsbach, Roy Crummers and Col. Courtney Turner, hotel owners.

ELSBACH SAID the new program is designed to "make the La Quinta Hotel one of the most outstanding resorts in the world." The entire development project, Elsbach noted, involves the remodeling and redecoration of the hotel, a residential subdivision "of exclusive homes" and an 18-hole golf course featuring three artificial lakes and "several thousand palm, fruit and flowering trees."

"WITH THE JET age bringing the East Coast and Europe within a few hours of Los Angeles, we feel that La Quinta Hotel resort will become increasingly attractive to members of international society," Elsbach remarked.

The new golf course is scheduled for completion by Oct. 1, Elsbach said. Golf course membership, he added, will be limited to owners of La Quinta Club residential properties.

ELSBACH SAID these properties are scattered through 1,000 acres of desert area in the valley surrounding La Quinta. Elsbach, who is heading the group of financiers supporting the program, has been prominent in California real estate and finance since the 1920's, when he converted a strip of water-locked land into the successful beach resort of Lido Island.

Area Permits Valued at \$9,060

RANCHO MIRAGE — Building permits for the Rancho Mirage and Palm Springs unincorporated area totaled \$9,060 this week, the County Building Department of office at Palm Desert reported today.

Rancho Mirage permits were issued to D. D. Emmons, 71-446 Highway 111, storage building, \$5,760, and F. A. Schmidt, 71-701 Highway 111, sign, \$300.

In the Palm Springs area, a permit was issued to Lewis Biddell, 22-451 Fawnridge, for a swimming pool, \$3,000.

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SATURDAY, MARCH 28, 8:30 to 10 P.M. on CBS-TV







# Meaning, Story of Easter

By LOUIS CASSELS

United Press International  
Sometimes a man wins an imperishable place in history by a simple act of human decency.

Such a man was Joseph of Arimathea, who buried Jesus.

Mark's gospel describes Joseph as "a respected member of the council." Luke says he was "a good and righteous man." Matthew says he was rich, and he must have been, for he owned what was a comparative luxury in those days, a private tomb, hewn out of rock. He had bought it as a burial place for himself and his family.

THE ROMANS never bothered with burying men who had been crucified. They were content to leave a corpse hanging on the cross until the vultures came. This practice was revolting to devout Jews, and it was considered a pious act for a wealthy man like Joseph to claim the body of an executed offender and give it decent burial.

PERHAPS JOSEPH had secretly admired Jesus—Matthew suggests as much. Perhaps he was just the kind of man who does what he thinks right, even if it is likely to make him unpopular. In any event, as Mark relates succinctly, Joseph "took courage, and went to Pilate, and asked for the body of Jesus."

Pilate, ever willing to curry the favor of the rich and influential, granted the request. Joseph had to move fast. It was only a short time before sundown, the start of the Jewish Sabbath on which a Pharisee like himself could do no work, not even bury the dead.

JOSEPH HURRIED to a shop and bought a clean white linen shroud. With the help of someone—John's gospel says it was another Jewish leader named Nicodemus, who had also been a secret supporter of Jesus—Joseph took the body down from the cross, wrapped it in the shroud, and placed it in the tomb he had intended for himself. A great round stone was rolled into place to seal the entrance of the tomb.

Matthew and the apocryphal "Gospel according to Peter" add another detail, which is not mentioned anywhere else in early Christian writings, and which some biblical scholars regard as a legendary secretion.

THEY RELATE that some of the "chief priests and Pharisees" became concerned that Jesus' disciples might steal the body from the tomb, in order to claim that Jesus had risen from the dead. These leaders went to Pilate and asked that an armed guard be placed around the tomb, and Pilate agreed.

If such a guard was mounted over the tomb, it was, from the disciples' viewpoint, entirely unnecessary. They had fled into hiding when their master was seized. Even stalwart Peter, who had worked up enough courage to eavesdrop at Jesus' trial, took refuge in a craven denial when a maidervant spotted him as one who had associated with Jesus.

PETER AND JOHN at least remained in Jerusalem during the crucifixion. Some of the other disciples were so terrified for their own safety that they fled all the way home to Galilee.

It is hard to believe that these frightened men could have worked up the nerve to steal Jesus' body from the tomb, even if the idea had occurred to them. And it is quite certain that such a futile act of deception would not have transformed them—as they shortly were transformed—into the recklessly bold band of apostles who defied persecution and death to become the founders of the Christian church.

That is why biblical scholars—even the skeptics who discount or explain away all the other miracles reported in the New Testament—are convinced that something very extraordinary must have happened on the first Easter. (Tomorrow: The Resurrection)

## The Desert Sun Classified ... Ads...

PHONE FA 5-5005

Box 190 Palm Springs, Calif.  
— RATES —  
(NO ABREVIATIONS)  
Minimum Ad — 3 Lines  
Count 24 Letters and Spaces to a Line.

● All advertising copy is accepted subject to the approval or rejection of the management.  
Published evenings Tuesday through Saturday excepting New Year's, Thanksgiving and Christmas. Published Mondays if one of these holidays falls on a regular publishing day.  
Discount at the per line per time allowable on above for cash.  
(Example: 3 Lines 4 Times \$20.00 = \$24.00 Discount)

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Ship Your Car Anywhere  
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WILL drive car to Indianapolis or vicinity May 1st. Bonded. Jimmy Jackson. 66-079 Desert View Ave., Desert Hot Springs.  
FA 5-2793

CHARTER BUSES  
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Desert Towns - Marineland  
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### Business Services 9

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Harry Yealey - FA 4-2444 5-9664

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For Appointment FA 5-2701

### Lost and Found 10

LOST - Black billfold, containing no money. Contact Dr. Johnson, 408 Sycamore Circle or call Racquet Club Estates FA 5-7824  
\$10 REWARD

Lost - Gold St. Christopher Medal  
Engraved "To Mother"  
Reward - FA 5-7901

### Personals 12

Now 1 Out  
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SALES of instant coffee now account for 20 per cent of the market.  
NO SUCH thing as instant Classified Ad results, but the daily Desert Sun adds to get amazingly fast action when you have something to sell. Dial FA 5-5005 to place an ad that could bring first day results.

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Have Helped Many Others  
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Special Readings \$2 with this ad.  
Open 7 Days A Week  
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Phone FA 5-2701 until 8 p.m.  
P.O. Box 908 Palm Springs.

Austrian - Swedish Massage  
Home Calls Anytime  
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Spiritual Advisor - SEER  
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### Service Misc. 15

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Miss Hulse - FA 5-6655.

MAN with years of experience in hotel and guest ranch, general maintenance, would like interview for next fall season. Interested in charge of maintenance of hotel, motel, guest ranch, trailer park. Excellent local references. Call Eves. FA 4-3768.

SECRETARY - Varied experience, some bookkeeping, payroll, cashiering, legal (7 years last position), year round resident, best references.  
FA 4-3026 9 to 5 P.M.

WORKING woman, property owner 14 years, will water your yard, this summer for use of your pool and small compensation. FA 4-9366 after 6.

COOK - housekeeper, experienced. References. Available about May 15. Chicago - Palm Springs. Desert Sun Box 190, File K-47.

EXECUTIVE secretary, experienced, seeking part time position. Year around resident. Call evenings FA 5-6096.

FRENCH cook: Mexican, Italian, all-round. Call L.A. MA 4-0262 FRENCHIE

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By hour, day, week, month, 24 hour care. Kindergarten classes and transportation are included in tuition.  
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EARN YOUR OWN  
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HOUSEKEEPER - Care of children, white, must have references and car.  
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WANTED - Experienced pool maintenance man for several pools. Desert Sun Box 190, File K-46.

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Domestic Cook ... R&B \$350  
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Real Estate Salesman  
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If you own land or other Real Estate, your problem is solved. Consult Trust Deed specialist.  
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### Bus. Opportunities 29

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\$75 PER ACRE  
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FRONTING U.S. Hiway. Some on 2 fronts. East of Palm Springs. IDEAL FOR NEW CITY.  
Electricity, Market Near By  
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### Contractors-Builders 32

Remodeling - Repairing - Addition  
JAMES E. HUCKS  
General Contractor  
FA 5-5189 - FA 4-9805

### Lots & Acreage 33

ONLY 1 LEFT  
ESTATE SIZE HOMESITES ON  
SPANISH PEAK  
OVERLOOKING LUSH GREENS  
OF INDIAN WELLS, EL DORADO GOLF COURSES  
RESERVED FOR THE COUNTRY CLUB AND POLO SET

El Dorado Palms  
Estates  
WEST BORDER INDIAN WELLS GOLF COURSE  
KIRK KIRKWOOD  
SALES DIRECTOR - FI 6-8741

FINEST R-3 view lot, Palm Desert. On 2 adjacent corner lots. Priced right. Terms.  
132 ACRES - Lovely 2 bedroom block house. 32 acres alfalfa. 100 raw land, excellent location.  
\$132,000 - Terms  
40 ACRES - On Country Club Drive. \$60,000.

Carol Eldridge  
REALTOR  
Harry W. Holt  
REALTOR  
73-640 Highway 111, Palm Desert  
FI 6-6689 - FI 6-8828

SPECULATORS OR BUILDERS  
BUY OF THE YEAR!  
ENTIRE CITY BLOCK  
IN PALM SPRINGS  
FOR ONLY \$150,000  
BIG FRONTAGE ON  
PALM CANYON DRIVE  
EXCELLENT TERMS  
No Phone Information  
JEKYLL, BRADLEY & CO.  
457 N. Palm Canyon FA 5-2734

DESERT SPA  
Hot Mineral Springs Health Resort. Bargain Acreage.  
5 ACRES ... \$2500  
10 ACRES ... \$4250  
40 ACRES ... \$16,000  
HOT water area. Between 174 degrees Artesian Well and Salton Sea. Terms - half cash, balance 5 years, 6 per cent.  
W. R. Baur, 56 Lombardy Lane, Banning, VI 9-2823.

View Bargain  
150' X 124' CHINO MESA Estates lot. Choice location among lovely homes. Emergency brings about exceptional price of \$6950.  
DUNLEVIE - DEXTER  
REALTORS  
1807 N. Palm Canyon Drive  
Phone FA 4-1237

5 Unit R-2 Lot  
CHOICE CORNER in the heart of the hotel area off Indian Ave. On sewer with paved street. This is a solid investment. Priced right.  
OWNER - FA 5-6390

BEST BUY!  
20 ACRES adjacent to Ramon Road between 2 subdivisions. \$1500 per acre. Excellent terms.  
JEKYLL, BRADLEY & CO.  
457 N. Palm Canyon FA 5-2734

B-B-B - R-3 LOT  
BEST LOCATION  
BEST PRICE  
BEST TERMS  
Owner 273 Racquet Club Rd.

LA QUINTA, 2 adjoining 50' x 100' lots and 2 shares water stock. \$300. M. P. Andrews, 707 North Harvard Blvd., Hollywood, Calif.  
NO 1-4044

DESERT Hot Springs lot. 85 ft. front. 134 degree mineral water. R-3. Beautiful view. \$2750.  
Desert Sun Box 190, File K-50.

DESERT Highland Estates - MB 24-53-54 lot 252. Make offer. Write Lynch, 9871 Ona Place, Garden Grove, Calif.

PALM Desert R-2, 100x135, Shadow Mt. Dr., near club. Principals only. Owner. FA 5-2492.

\$2100 - LEVEL LOT  
North of Racquet Club  
Low Down - Terms - FA 4-2984

R-1 SOUTHEAST corner, Calle Felicia and Ave. Elena. Best cash offer. FA 5-2500 evenings

### Lots & Acreage 33

GOVERNMENT LAND  
\$1.25 PER ACRE  
(Government Price)  
40 TO 320 ACRES  
Potential Farm Land  
FILE NOW  
While Land Is Still Available  
ALSO CHOICE STATE LAND  
\$7 to \$50 Per Acre  
For Information Call at Branch Office  
412 N. Indian Ave., Palm Springs  
Phone FA 5-2363  
You can fly from here if you wish.

Main Office  
The Land Office, Banning, 1046 E. Ramsey, Banning, Ph. VI 9-2250

R-1 LOTS - 62' x 135' Only \$1550 - Easy terms.  
R-3 LOTS - 135' x 105' at only \$2500, easy terms.

IN THE Charles Worth Tract ... WE HAVE  
1/4 Acre lot, full price ... \$2500  
1/2 Acre lot ... \$4000  
1/2 Acre corner lot ... \$4500  
THESE LOTS have natural gas, electricity, water, telephone available and view galore.

JORGENSEN REALTY  
66-574 Broadway (Hiway 111)  
Cathedral City FA 5-2279



# **NOTICE** **Developers,** **Builders,** **Selling** **Organizations**

WILL wholesale 130 large lake view lots. Roads in, water piped to part of subdivision, also electricity. On U. S. 395, California-Nevada state line, 65 miles south of Reno on Nevada side of beautiful Sierra vacation land. Excellent trout fishing, duck, goose and deer hunting, swimming and boating at your front door. Close to West's finest ski resorts.

Retail Value \$200,000

## **BIG DISCOUNT**

APRIL TO OCTOBER  
SELLING SEASON

## **CASH--TERMS**

OR

## **SELLING** **AGREEMENT**

60-580 BROADWAY  
CATHEDRAL CITY  
FA 8-1364-FA 4-1892 Eves.

MAGNIFICENT  
HOMESITES

## **IN EXCLUSIVE** **EL CAMINO ESTATES** (Near Ocotillo Lodge)

Lovely Mountain View - Sheltered  
In the Most Beautiful  
Part of Palm Springs  
FA 5-6144

## **\$40 PER ACRE**

SECTION, just east of Indio.  
ONLY \$256 DOWN  
ART KNUTSON, REALTOR  
947 GLENN, CATHEDRAL CITY  
FA 8-3863 FA 5-6903 Eves.

VIEW ACRE - Overlooking Tamarisk Golf Course. Horses OK.  
Utilities and paved streets. \$1000  
below market at \$3995 - or  
make offer.  
JACK NEAL FA 8-2450

## **R-2 LOT**

100'x150'

BLOCK FROM N. PALM CANYON  
OWNER - FA 4-9450

## **Cash Out Now**

Large View Lot \$3350  
Deep Well Lot \$9000  
Owner FAS-1046 Evenings  
CHOICE R-1 lots. By owner. 85' x  
104'. \$4000 and up. Inquire 715  
El Placer Rd. FA 4-2341.

## **For Sale or Exchange 34**

"JUST THINK OF IT"  
Home with income! 2 minutes  
from Tennis Club, Bullocks, Des-  
mond's, Saks, Robinson, CVS,LA,  
Thrifty and Safeway. Green  
lawn, tropical planting, citrus  
fruit, 8 rentals furnished, consid-  
er beach income property or  
house in part trade. Culver  
Nichols, next to Post Office, 861  
N. Palm Canyon Dr. FA 5-2182.

South End \$14,950  
BEDROOM home on R-2 lot.  
Plus room to build duplex.  
ERNEIE LINDBERG  
REALTOR  
445 N. Palm Canyon FA 4-9628

## **Sell or Trade**

EQUITY in 10 acres adjoining ac-  
tive subdivision, all utilities.  
FOR Modern home in Palm  
Springs. Call Phil Short, Sales  
Manager, GANNON REALTY,  
FA 5-2772, evenings FA 8-3748.

DRASTICALLY REDUCED  
MODERN units, refrigerated for  
year 'round living. South End.  
Large pool, panoramic view.  
Will trade for San Diego area.  
Only \$67,500. Culver Nichols  
office, 861 N. Palm Canyon, next  
to Post Office. FA 5-2182.

SOUTH End, 3 bedroom, 2 bath,  
nearly new home. Landscaped.  
Only \$21,500. Trade equity for  
L.A. or Orange County home.  
W. A. Greer, FA 4-2665, FA 8-2013

PALM Desert - New 2 bedroom  
1 bath home. \$12,600. Trade  
\$6300 equity for what have you.  
FI 6-8775 - FA 5-5583

## **Income Property 35a**

RARE OPPORTUNITY  
LOVELY triplex. Corner of Santa  
Inez and Alessandro. Built - in  
range, oven, etc. Priced to sell  
quickly. Only \$2500 down to  
right party. Phone owner River-  
side Overland 3-2639, 9-4110.

TRIPLEX in BEAUMONT  
JUST reduced to \$18,500 by owner  
1040 California Ave. - VI 5-2297

Beautiful Sky View Villa  
5 Units - B Owner - Reasonable  
FA 5-7341 - 3910 Calle De Carlos

QUICK sale by owner. Very good  
duplex on reservation. 9-4110

## **PRICED FOR** **QUICK SALE**

6 UNITS

## **BRAND NEW**

## **Beautiful Pool**

Excellent Location

AND CONSTRUCTION

Deluxe 2 Bedroom

Owners Apartment

BUILT-IN RANGES-OVENS  
CARPETS AND DRAPES  
BLACK TOP PARKING AREA

ALL FOR ONLY

**\$59,500**

**Good terms**

EXCLUSIVE AGENT

**Peter B. Sheptenko**

THE PIONEER REALTY CO.  
OF PALM SPRINGS

HOWARD E. PALMER  
SALES MANAGER

475 N. Palm Canyon Dr.

Phone FA 5-2727.

## **7 1/2 X GROSS!**

NEW 3 - 2 BEDROOM plus 3 - 1  
bedroom apartments on yearly  
leases. Pool. Top location. No  
management problems. Substan-  
tial cash required.  
SEE it today... you'll agree it  
is a "Best Buy."

Exclusive Location

7 UNITS WITH POOL. Under  
\$10,000 per unit. Try \$17,500  
down.  
THIS could be a real Sleeper.

**Murphy Realty**

464 N. Palm Canyon Dr. FA 5-5102

## **Here's the Needle**

YOU'VE searched the haystack to  
find - 6 units in one of the best  
hotel areas in town. Completely  
redesigned and furnished in-  
side and out. Lovely corner lo-  
cation. Will take home in Palm  
Springs as part trade.

**Ralph Weinstein**

REALTOR  
256 1/2 S. Palm Canyon Drive  
Phone FA 5-2384

## **6 UNITS**

BEAUTIFUL owner's apartment,  
large pool, cabanas, shuffle-  
board, refrigeration, 1 year old.  
Owner must leave town. By ap-  
pointment only.  
SEE MARTHA JAMES

**S. FRANKS**

REALTORS  
279 North Palm Canyon FA 5-5055

## **Palm Canyon Dr.**

BUSINESS BUILDING across  
from Security Bank and May-  
fair Market. Driveway to rear  
parking. A good investment at  
\$34,500, may consider trade.

DUNLEVIE - DEXTER

REALTORS  
1807 N. Palm Canyon Drive  
Phone FA 4-1237

## **NEW 5 UNITS**

INCLUDES owner's 3 bedroom, 2  
bath home. Fireplace and pool.  
plus 4 studios. All have private  
patios. Excellent income. Make  
offer.

**Sun Realty Co.**

428 N. Palm Canyon FA 5-2929

## **FOR SALE OR LEASE**

LARGE stucco building, suitable  
for automobile agency, new or  
used. Accessories, repair, etc.  
Lot 106 x 140.

J. MARIE ROPP

Biltmore Theatre Building  
DESERT HOT SPRINGS  
FA 9-3484 FA 9-2607 Eves.

## **\$4000 DOWN**

DUPLEX

TWO - 1 bedroom, furnished,  
good location, close in. \$19,000.  
MARJORIE BARON  
447 N. Palm Canyon Dr.  
FA 4-1796 - FA 4-2629

COST \$145,000 2 YEARS AGO!  
NOW \$99,500 due to death in fam-  
ily. A bargain. 17 units. POOL.  
Heart of town. Your opportunity!

**BILLY WRIGHT**

382 N. PALM CANYON DRIVE  
FA 5-5727 - FA 5-6672

This Price Is Right

7 Units \$49,500 - Worth \$79,500  
Don't say "I could have bought it!"  
Be wise. Buy now. Broker. FA 4-9635

3 RENTALS on corner lot. Room  
for 6 more. Low down. Own-  
er. Finance. Lee. 8-2897

## **Large Apartments** **\$8000 DOWN**

6 UNITS. 1/2 block from Palm  
Canyon. Furnished, pool, land-  
scaped.

8 UNITS

NEARLY NEW, deluxe, furnished,  
heated and filtered pool. Excell-  
ent location. Owner will accept  
good Trust Deeds or home.

12 UNITS

POOL. Exclusive Tennis Club  
area, 2 blocks from center of  
shopping. Room for 8 more units.  
Income \$30,000 yearly. \$25,000  
down will handle. Will trade.

**Marjorie Baron**

447 N. PALM CANYON DRIVE  
FA 4-1796 - FA 4-2629

## **7 COME 11**

SEVEN stunning suites that will  
bring you rich receipts. Beauti-  
fully appointed around a lovely  
pool. Located in the desirable  
South End of town. 100 per cent  
cooled by refrigeration. Deluxe  
two bedroom owners apartment  
included in the above, in addi-  
tion to office and TV recreation  
room. Requires \$20,000 cash, own-  
er will carry balance on 1st deed  
of trust on listed price of \$67,500.  
CONSULT MILDRED JACKSON'S  
OFFICE, 296 S. Palm Canyon.  
FA 5-5356

## **Income Bargain**

5 UNIT apartment building, all  
with bedrooms and kitchens.  
Beautifully landscaped patio and  
pool area. Choice close in loca-  
tion. Very exceptional. \$42,500.  
With adjoining lot for 6 more  
units - \$49,500. See this soon!

**Dunlevie-Dexter**

REALTORS  
1807 N. Palm Canyon Drive  
Phone FA 4-1237

6 Units - Pool - Will Trade  
Spacious - Room to Build More  
Beautiful Grounds - Submit  
W. A. Greer, FA 4-2665, FA 8-2013

MODERN duplex. \$22,000. 3 years  
old. 635 Calle Roca. Inquire lot  
29, Sun Town Trailer Park, Ca-  
thedral City.

\$650 DOWN, \$6500 total, business  
frontage Hwy 111 plus apart-  
ment. FA 8-1222, Duncan.

Four New Units - Extra Nice  
Walled - Landscaped - Owner  
579 DESERT VIEW DRIVE

## **Farms & Ranches 35b**

## **San Diego County**

6 ACRE producing avocado grove,  
full water, sprinklers to trees,  
septic tank, hill top site for  
building or trailer. Terms.  
FA 4-1981

## **Co-op Apartments** **For Sale 35c**

REDLANDS Braemer Apartment.  
One-bedroom deluxe. Kitchen  
built-ins. Newly decorated spa-  
cious rooms; closets and storage  
space. 163 N. Center St., Apart-  
ment 248.

## **Real Estate for Sale 35**

## **DON CAMERON**

Says...

SEE ME---

IN RANCHO MIRAGE

24 YEARS

in desert properties

**TERRIFIC!**

40 Or More Acres

FRONTING on main thoroughfare.

Half mile from new subdivision.

Only \$2000 Per Acre

WITH WATER

SURROUNDED by Country Club

and commercial development.

Details to qualified buyer.

## **MUST SELL**

THUNDERBIRD AREA

BEAUTIFUL 2 bedroom, 1 bath,

den, home, Built-in wet bar,

large living room, fireplace, com-  
pletely walled. Fabulous corner  
lot, magnificently landscaped.  
Well financed. \$41,500.

**\$15,500**

Furnished Home

ON HALF ACRE - Absolutely

charming, walled, front and

rear patio. Large kitchen, utility

porch, fireplace, one bedroom.

See to appreciate! Low down,

pay like rent. In Rancho Mirage.

## **R-3 LOT**

TWO ON CORNER. \$16,500 total

price. Top location.

We Are Specialists in

## **ACREAGE**

**DON CAMERON**

REALTOR

Member Palm Springs

Real Estate Board

71-839 Hiway 111, Rancho Mirage

Phone FA 8-2155

## **PALM DESERT BARGAINS**

MUST BE SOLD AT ONCE - Completely furnished 2 bedroom  
home with pool. Very attractive. Good location. Fenced, complete-  
ly landscaped. This is a forced sale at \$25,350-terms.

BUILDERS SPECIAL-In the Shadow Mountain Club area. New 3  
bedroom, convertible den, 2 bath home, carpets and drapes. Re-  
frigeration. Drastically reduced to \$31,000.

RESIDENTIAL LOTS WITH BEAUTIFUL VIEW-priced from \$2750  
with terms.

COMMERCIAL AND INCOME LOTS from ..... \$2500 to \$40,000

## **ACREAGE**

2 1/2 ACRE ESTATES in the heart of Bermuda Dunes development.  
Ideal for ranch type homesites with plenty of room for horses and  
pastures. Only a few left from \$6250 up-per parcel. Terms.

5 ACRES-At the entrance to Bermuda Dunes on Washington. \$15,000  
-terms. Don't overlook this investment opportunity.

10 ACRES AND 35 ACRES ON HIGHWAY 111-adjointing Palm Desert.  
Dates, citrus and grapes. 2 homes on the properties. Ideal for sub-  
division and appreciation.

160 ACRE PARCELS-Only 8 miles east of Indio. Some on Highway  
60 at \$249 per acre. Adjoining acreage \$40 per acre up.

OTHER ACREAGE AND INCOME PROPERTY INVESTMENTS.

## **PALM DESERT SALES CO.**

HIGHWAY 111 AT LARKSPUR LANE-HIGHWAY 74 AT EL PASEO  
Firestone 6-6100 Firestone 6-6108

## **TED SMITH**

OFFERS

## **CONGRATULATIONS**

TO THE

**DESERT SUN'S**  
**PROGRESS EDITION**

**TED SMITH**

ALL TYPES OF

**DESERT PROPERTIES**

71-711 HIGHWAY 111, RANCHO MIRAGE

PHONE FI 6-6113

## **Real Estate for Sale 35**

## **Best Buy in Town**

YOU WILL agree when you see  
this completely furnished, 3 bed-  
room, 2 bath Modern Designed  
Home Built by A. B. Crist, fea-  
turing such items as, central  
heating with forced air cooling  
insulation and weather stripping.  
This property is entirely walled  
in, and enclosed by wrought iron  
gate. The landscaping includes  
170 oleanders and is maintained  
by a 100 per cent sprinkler sy-  
tem. Price of \$22,950 calls for  
only \$3500 down.

CONSULT MILDRED JACKSON'S  
Office, Exclusive Agent, 296 S.  
Palm Canyon Dr. FA 5-5356.

## **\$50,000 ESTATE**

SITUATED on a professionally  
landscaped 1/2 acre, completely  
walled in for privacy, located in  
the Deep Well vicinity, provides  
informal gracious living around  
a magnificent luxury pool. In  
addition to the 4 bedrooms, 3  
baths, there is a marvelous  
recreation room and more, much  
more for you to see and enjoy.  
CONSULT EXCLUSIVE AGENT  
MILDRED E. JACKSON, 296  
S. Palm Canyon Dr. FA 5-5356.

## **\$1000 DOWN**

TAMARISK PARK AREA-Nearly  
new 2 bedroom home, built-ins,  
drapes, large closets and gar-  
age. \$16,500. Payments only  
\$125 per month on balance.

**John W. Williams**

REALTOR

423 N. Palm Canyon Ph. FA 4-1641

## **SENSATIONAL BUY**

2 YEARS old. 3 bedrooms, 1 bath,  
all built-ins. \$9950. Must be sold  
by April 1st or off the market.

**S. FRANKS**

REALTORS

279 North Palm Canyon FA 5-5055

SMALL DOWN - BY OWNER

ONLY \$15,950. New modern 3 bed-

room, 2 bath home. Built - in

kitchen appliances, disposal, on

city sewer, streets paved.

745 El Placer Rd. - FA 4-2341

## **Enchanted Home**

Resales and Rentals

JOHN M. SEAMANS-FA 4-2056

## **BUY OR TRADE**



## PLENTY OF CHARM

ALMOST AN ACRE of beautiful landscaping on this fine estate located near the Tennis Club.  
3 MASTER bedrooms plus maid's room and bath—also separate guest house. Attached 3 car garage.  
COMPLETELY walled for beauty and privacy.  
THIS MAGNIFICENT home has been priced for quick sale at  
**\$65,000**

PLEASE CALL US FOR AN APPOINTMENT.

## ACREAGE

TWO—640 ACRE PARCELS AT \$35 PER ACRE.

## HAROLD HICKS, Realtor

ASSOCIATES  
Burnham Bigelow John Tosti Kenneth Herman  
William Hopkins Erv Hall  
1345 N. Palm Canyon Ph. FA 4-1101

## HURRY! HURRY!

## SEE OUR FURNISHED 4 BEDROOM MODEL HOME

Corner Camino Del Sur and Paseo Dero  
8 BLOCKS WEST OF EL MIRADOR HOTEL  
IN VISTA LAST PALMAS  
BEFORE IT'S SOLD!

**\$42,500**

Carpets and drapes, desert landscaped. Completely fenced, heated and filtered pool. Furniture optional.

**\$7500 DOWN**

COURTESY TO BROKERS  
EXCLUSIVE AGENT

RUSSELL WADE, Realtor  
LEW LEVY---Associate

MEMBERS PALM SPRINGS REAL ESTATE BOARD  
350 SOUTH PALM CANYON DRIVE—PHONE FA 5-2655 or FA 4-9282

## IDEAL FAMILY HOME

\$7500 down. Balance payable \$5000 yearly including 6% interest and principal.

5 BEDROOMS, 3 BATHROOMS, LARGE FAMILY ROOM, HEATED AND FILTERED KIDNEY SHAPED SWIMMING POOL, BEAUTIFULLY LANDSCAPED, BRICK TERRACE, STOVE, REFRIGERATOR, WASHING MACHINE, DISHWASHER, GARBAGE DISPOSAL, LARGE DEEP FREEZER, CARPETS AND DRAPERIES. 2 CAR GARAGE.

SITUATED ON A LARGE CORNER LOT IN THE EXCLUSIVE SOUTHEAST CLOSE TO SCHOOL AND SHOPPING CENTER.

OWNER LEAVING PALM SPRINGS AND MUST SELL IMMEDIATELY

PRICED FOR QUICK SALE AT ONLY  
**\$42,500**

BOGGESS, Inc., Realtors

PENTHOUSE 31, THE PLAZA — PHONE FA 5-2971  
RESIDENCE FA 5-3766

EXCLUSIVE AGENTS—COURTESY TO BROKERS

Show Place Of The Desert  
OWNER LEAVING--MUST SELL

3 BEDROOMS, 2 BATHS, HEATED POOL, WITH LAVA ROCK STATUE FOUNTAIN, LARGE PATIO, TROPICAL LANDSCAPING, WHITE VINYL FLOORS THROUGHOUT.

**\$39,500—UNFURNISHED**

OR WILL SELL FURNISHED

SHOWN BY APPOINTMENT ONLY.

S. FRANKS, Realtors

279 NORTH PALM CANYON—FA 5-5055—FREE PARKING

## \$6840 BUILDS 2 BEDROOM HOME

100% FINANCED. 952 SQ. FT. PLUS GARAGE, TILE FLOORS, AIR CONDITIONER, CESSPOOL, DRIVES, WALKS, COMPLETE.

\$15,500—New 2 bedroom 2 bath, refrigerated air. See this!  
\$18,500—3 bedrooms, 2 baths, landscaped, fenced, \$1950 down.  
\$25,000—Furnished 3 bedrooms, 2 baths and pool. Fenced. Hurry!

## INCOME PROPERTY

\$42,500—5 furnished 1 bedroom apartments and pool. A steal!  
\$79,500—9 furnished units and pool. Top location. South side.  
\$130,000—14 furnished units, pool, with large 2 bedroom units.

## LOTS

\$3350—100'x115' choice level lot on paved street. A value!  
\$4200—100'x125'—choice view lot. Near Palm Canyon Drive.  
\$6950—R-2 lot 100'x125'—room 6 units, pool. Near Palm Canyon.

## AMY NELSON, Realtor

2277 North Palm Canyon Drive—Phone FA 5-5254—FA 5-5545  
San Clemente Office, 508 N. Highway 101—Phone Hy. 2-1121

## HUTTON BUILDS BETTER HOMES

YOU MUST SEE THESE MODEL HOMES

\$6540—Well planned home, 15x20 living room, nice dining area, large kitchen with loads of hardwood cabinets, double sink, 2 nice bedrooms, full bath with shower over tub, large closets. This includes air conditioning, tiled floors, double sink, Formica top, gas heat, laundry, insulated, walks, driveway, garage, ready to move into without additional cost.

\$8140—Has 3 bedrooms, 2 baths, with same features.

## 100% FINANCING TO QUALIFIED BUYER

R-1, Deep Well, 105x100, sacrifice ..... \$9750  
R-2, room for 5 units and pool, near everything ..... \$6200  
R-1, 105x110 on Arado, best buy in town ..... \$5000  
\$11,500—New 4 bedroom home on R-2 lot, room for more units. Only \$1500 down.  
\$16,950, modern, 3 bedrooms, 2 baths, with all built-ins. Only \$9500 down.  
\$99,500—18 units, pool, on Indian Avenue. Won't last!

## HUTTON'S REAL ESTATE

505 N. Palm Canyon Drive — Phone FA 5-5977

## SACRIFICE

## For Immediate Sale

TROUSEDALE HOME IN  
TAHQUITZ RIVER ESTATES

3 BEDROOMS plus maid's furnished complete, with dishes, linens, etc. Modernized kitchen with built-in range, oven, dishwasher, barbecue. Breakfast area. Low down payment. Price \$40,000.

## DEBBIE REYNOLDS HOME

FOR RENT

NEW BEAUTIFUL furnished 3 bedroom home, plus guest house. Near Ocotillo Hotel. Heated and filtered pool. Unsurpassed view of San Jacinto Mountains.

PHONE FOR APPOINTMENT

RUSSELL WADE, Realtor  
LEW LEVY---Associate

MEMBERS PALM SPRINGS REAL ESTATE BOARD  
650 SOUTH PALM CANYON DRIVE—PHONE FA 5-2655 or FA 4-9282

## SHADOW HILLS ESTATES

## PALM DESERT

3 BEDROOM, 2 BATH HOMES

**FROM \$18,850**

**\$750 DOWN**

Corner of Paint Brush Street and Toro Peak Road.

Midway between Shadow Mountain Club and El Dorado Country Club.

Apartments and Homes for Lease.

OWNER ON PREMISES

## Real Estate for Sale 35

Peter B. Sheptenko  
THE PIONEER REALTY CO.  
OF PALM SPRINGS  
OFFERS THE BEST BUYS IN  
PALM SPRINGS REAL ESTATE

MUST  
BE SOLD  
4 BEDROOMS  
4 BATHSLarge Beautiful  
Swimming Pool

Nicely landscaped  
with trees and shrubs.  
Excellent location  
In exclusive  
Palm Canyon Mesa  
Tract

COMPLETELY  
FURNISHED

READY TO MOVE IN  
THIS BARGAIN  
Will not last long!  
**ONLY \$32,500**

HOWARD E. PALMER  
SALES MANAGER

475 N. Palm Canyon Dr.  
Phone FA 5-2727.

## \$950 DOWN

BRAND new — 3 bedroom, 2 bath home. Wall to wall carpets. Built-in kitchen. Oven, range, disposal, fenced. Near schools, churches, shops.  
LYNGAARD REALTY  
In the Farmers Market  
444 N. Palm Canyon Drive  
FA 4-9436 or FA 5-6319

## Terrific Value!

TENNIS Club area. Just 3 short blocks west of Bullocks. Lovely home plus rentals which pays all taxes, utilities and upkeep. Beautifully furnished. \$34,500.  
255 Lugo Rd — FA 5-2166

FURNISHED HOME, CLOSE IN.  
16 x 36 POOL, lovely 2 bedroom and den, 2 bath, South End, near Saks, Mayfair, etc. Fine furnishings. Well landscaped, with 9 fruit trees, etc. Must sacrifice \$26,500. Might rent June 1st to November 1st. Owner FA 4-2992

## Must Sell — by Owner

Unfurnished 2 Bedroom  
2 Bath. Utility Room  
Fenced — Landscaped  
Beautiful Fireplace  
Low Down Payment  
FA 4-9518 after 4 p.m.

60 Acres, Home ..... \$60,000  
Beautiful View Home ..... \$22,500  
Industrial Plantation ..... Low Price  
Louis Venger, FA 4-9383 - 5-5595  
"MEN ARE BROTHERS"

## Real Estate for Sale 35

## SAM SEZ:

"INVESTMENTS here by nationally known investors prove it is sound. We have not lost money for an investor in land in over 23 years of selling."

1—144 ACRES of resort subdivision in National Forest adjoining famous Pinyon - to - Pines Highway. Has spring, trees, view of desert and mountains from 4000 ft. elevation. Only 15 minutes from desert floor. Marvelous opportunity for business location and record of survey subdivision plots. Only \$20,350. This area is booming and is listed as one of the three healthiest spots in the United States. Also great for all year dude ranch, hotel or sanitarium.  
2—20 ACRES—Eldorado Club.  
3—40 ACRES citrus soil, canal water, near new golf club, \$1000 per acre—Now!  
4—10 OR 20 acres near new 40th Avenue, \$1100 per acre now—will double soon. Big projects contemplated.  
5—TWO 5 acre country home sites. Riding horses OK. Near Tamarisk Country Club, elevated view. Only \$2500 per acre.  
6—\$34,600 TAKES 6 well kept-up motel apartments plus 3 bedroom 2 bath home. Best we've had in long time!

COURTESY TO BROKERS  
Desert Realty Co.  
60-615 Broadway, Cathedral City  
Phone FA 8-3251

## Press Special

TENNIS CLUB AREA  
WALKING DISTANCE TO Bullocks, Safeway, all stores. Completely private yard. Full grown shrubs and citrus. Pool on South side. Master bedroom and bath private from two other bedrooms with baths which have private entrance. Your visiting guests will not disturb your family routine.

## Theresa Press

REALTOR — AND ASSOCIATES  
611 S. Palm Canyon Drive  
FA 5-5282 FA 5-5294

## TRULY DELUXE

CUSTOM BUILT home for present owners, 3 large bedrooms, 3 beautifully tiled baths, separate dining and morning room. Wet bar. Extra closets and storage. Exquisitely furnished and landscaped. Artistically designed pool. In exclusive Deep Well section. As ready as your love. Call K. Noble, GANNON REALTY, FA 5-2772, eves. FA 5-2472.

## DEEP WELL AREA

JUST REDUCED  
PERFECT family home. 1 bedroom, 3 baths, large rumpus room, pool. Available immediately.

## ERNIE LINDBERG

REALTOR  
445 N. Palm Canyon FA 4-9628

NEW home, view lot, 2 bedroom 2 bath, Double garage, built-ins, dishwasher. Consider renting.  
FA 5-6108

## Real Estate for Sale 35

## JIM SHARPE

HANDYMAN'S DELIGHT — 2 bedroom, fireplace, hillside home—overlooking city. About 4 years old. Needs paint and landscaping. \$12,500 — terms.

3 BEDROOMS, 1 1/2 baths, large den, fireplace, loads of closets. Well landscaped and fenced. For quick sale—\$14,750. Low down payment.

TOP LOCATION — 2 bedrooms, 2 baths, large den, refrigeration air conditioning. Extra large 2 car garage. \$23,500 — terms.

FAMILY HOME — 3 bedrooms, 2 baths, completely furnished, built-in range and oven, garbage disposal, large corner lot. In good location. \$25,000 — terms.

## INCOME

INCOME — 3 furnished units with 5 baths. Across street from new bank. Live in one — rent the other two. \$29,500 — submit.  
150' X 135' R-2 INCOME lot . . . \$2900 cash.  
HILLSIDE LOT — Choice location. \$6700 — terms.

## JIM SHARPE

REAL ESTATE  
433 N. Palm Canyon FA 5-2545

## DISTINCTIVE

3 BEDROOM 2 bath home plus Guest Cottage. Built-in refrigerator, freezer unit, dishwasher, oven, etc. Fountain in enclosed lanai, large heated and filtered pool. Beautifully landscaped and fenced. Owner is sacrificing it due to illness in family.

Ralph Weinstein  
REALTOR  
256 1/2 S. Palm Canyon Drive  
Phone FA 5-2854

## \$10,000

## BELOW COST

ONE YEAR NEW  
VISTA LAS PALMAS HOME  
Movie Stars, Fully Furnished  
4 Bedrooms — 4 Baths  
Air Conditioned, Pool, Landscaped  
\$52,500. Down payment and terms flexible.  
Harold Fields, 1101 Via Monte Vista (corner Camino Del Sur).  
FA 5-2363

## \$1500 DOWN

INCLUDES ALL THE FURNITURE, wall to wall carpeting, drapes in this 3 bedroom 2 bath with a fireplace on a large lot in a fine location. About 5 years old. Nothing like it for only \$19,000. Owner already left. Call BILLY WRIGHT OFFICE . . . FA 5-5727 or 5-6672 or come to 382 N. Palm Canyon Drive.

## SACRIFICE

\$4000 BELOW our cost. New 3 bedroom, 2 baths, complete kitchen, pool, fences, landscaped. Near Tamarisk Club. Low down, consider small exchange this area. Owner. FI 6-6942.

2 BEDROOM 1 1/2 bath, large living room, 10 x 36 den. Also Guest House. Can add unit. Terms. Owner FA 4-2839.

## Real Estate for Sale 35

## HOUSES

PALM Springs — 2 bedroom furnished home with 1 bedroom apartment. Income \$300 per month. Will trade for? Price \$18,500.

PALM Desert — 2 bedrooms, completely furnished. \$2000 handles, payments \$100 per month, price \$12,500.

3 BEDROOM, 2 bath luxury home, every extra, carpets, drapes, terms. Price \$29,950.

## LOTS — ACREAGE

R-1, corner, view ..... \$2500  
R-1, faces south ..... \$2750  
R-2 Duplex ..... \$2750  
R-3, will hold 16 units ..... \$10,500  
5 acres, rocky, view ..... \$6000  
10 ACRES — 330' Hwy frontage, date trees, utilities in. \$65,000.

The Gagnon Co.  
73-612 Highway 111 — Palm Desert  
FI 6-8283—Open Evenings  
For Your Convenience

## What Price Royalty

LIVING IN EXCLUSIVE DEEP WELL, where homes exceed the \$200,000 price mark doesn't necessarily mean an occasional good buy never presents itself. . . . We have a two bedroom, two bath Modern Designed Home with a convertible den fully carpeted, fitted with white louvered shutters and draperies that's been reduced from \$33,000 to \$26,500 at the out of town owner's request. Consult

MILDRED JACKSON'S OFFICE  
as exclusive agent, 298 S. Palm Canyon, FA 5-3356

## A Home to Buy

It's Not in a Tract  
It's Not Small At All  
Wasn't Built in a Day  
Sold For No Price At All

It Has A Fine View  
With A Pool And A Wall  
Ample Room For Family  
3 Bedrooms In All  
2 Baths And A Den  
An Enclosed Lanai  
Come See What A Lot  
Your Money Will Buy  
CALL OWNER FA 5-6592

## SETTLE ESTATE

300 FT. FRONTAGE INDIAN AVE  
HOUSE — 3400 SQ. FT. FOR  
Residence, Cafe, Motel  
**\$32,500 TERMS**  
J. G. DEVER, REAL ESTATE  
17-080 N. INDIAN  
North Palm Springs — FA 3-3635

## A HONEY!

NEW 2 bedroom home. Refrigerated air conditioning. Fenced and landscaped. Only \$15,500.  
AMY NELSON REAL ESTATE  
2277 N. Palm Canyon FA 5-5254

NEW 2 bedroom house on 99 year leased land at Hidden Springs Ranch Oasis, 3 mile east of Thousand Palms. Refrigerated cooler, well insulated. Full price \$6850 See on lot 11.

BY OWNER — 2165 Alejo Road. New 3 bedroom. Sale, trade or lease. FA 5-5978 or Long Beach Grand 885-88.

## Real Estate for Sale 35

## Sacrifice Sales

CABIN at Pine Cove. Well furnished, on 1/4 acre. Sacrifice. \$5000.

2 BEDROOMS on R-3 lot. Nice and clean, cheaper than rent. \$15,000—\$1500 down—\$100 month or part \$27,500.

3 BEDROOMS, 2 baths. Corner lot, carpets, drapes, desert landscaping. Must sell \$4,500.

9 UNITS, pool, plus owner's home. Near post office. A money maker. Will sell or trade.

LOTS — ACREAGE  
R-1, 122x183. \$4000. Make offer.  
3 LOTS, Las Palmas, 330x135. All or part \$27,500.

65 ACRES, Indie. Planted in citrus. Canal water. \$1500 per acre.

INCOME — ACREAGE — TRADE  
LOANS — INVESTMENTS

ROSLYN LANG  
REALTOR

1175 N. Palm Canyon FA 4-9606

Press Special  
Exclusive

WE GIVE YOU value for your dollar. In Deep Well we have an outstanding custom built home with completely walled, landscaped yard, 3 master sized bedrooms with fabulous wardrobes, storage galore. All rooms and kitchen lead to a beautiful patio equipped with effective lighting and large overhang. 2 car finished garage opens to kitchen and separate enclosed yard for laundry which also stores 7 1/2 ton refrigerator. Carpeted and draped throughout. You'll be convinced it is the finest value in Palm Springs.

Theresa Press  
REALTOR — AND ASSOCIATES  
611 S. Palm Canyon Drive  
FA 5-5282 FA 5-5294

## Furnished Home

MUST SELL BY APRIL 1ST!  
**\$24,750**

EXCLUSIVE LOCATION  
2 BEDROOM, 2 baths, large lot, high fence, large pool, landscaped trees. Appointment only.  
OWNER — FA 4-2097

## NOW SELLING

PANORAMIC VIEW  
LUXURY HOMES  
IN BEAUTIFUL

JANIS HILLTOP  
ESTATES

LOW DOWN PAYMENT  
CALL FA 5-7228  
OR SEE YOUR BROKER

## South End Buy

\$18,450  
\$1500 DOWN PAYMENT  
WITH monthly payments cheaper than rent provides you with a lovely individually built home situated on a professionally landscaped walled in lot. For a few hundred dollars more you can buy it furnished. CONSULT MILDRED JACKSON'S OFFICE  
298 S. Palm Canyon, FA 5-3356

NEW 3 BEDROOM, 2 bath home or 2 bedroom, 1 bath \$950 down  
FA 5-1080 or FA 5-2897.

## Real Estate for Sale 35

## Knock on the Wall

Genuine Lathe and Plaster Through  
JACK MEISELMAN  
Chino Palm  
Estates

THE BEST built Home for the money on the market today!  
3 Bedrooms, 2 Baths

Deluxe Youngstown Kitchen  
With Built-ins and Service Door  
**\$950 Down**

BALANCE LESS THAN RENT  
NO BALLOON PAYMENTS  
NO PENALTIES

WALL TO WALL CARPETING  
Visit Furnished Model Today!  
EL MIRADOR AREA  
1820 N. Via Miraleste

Close to Vista Chino and Indian  
Phone FA 5-7564

GANNON REALTY CO.  
EXCLUSIVE AGENTS

## Open House

Saturday and Sunday  
Near Tamarisk Country Club  
SEE TO APPRECIATE

THIS beautiful custom built 3 bedroom 2 bath home on 1/2 acre. Refrigeration, 2 fireplaces, wall to wall carpeting, all entrances open onto a heated and filtered pool. Make offer. \$39,500.

Marjorie Baron  
447 N. PALM CANYON DRIVE  
FA 4-1796 — FA 4-2629

## Excellent Buys

INCOME LOT  
CORNER — for 5 units, paved streets, sewer in. . . . \$8000

3 BEDROOMS, 2 baths, carpets and drapes. Built-ins, 6 months old. Beautifully landscaped, brick fence. \$22,000.

FOR BETTER BUYS SEE  
ADOLPH ISRAEL  
"The Buyer's Broker"

671 N. Palm Canyon FA 5-2981  
**\$1000 DOWN**  
(\$133 PER MONTH)

NEAR NEW 3 bedroom and family room, 2 baths, lovely kitchen with ALL built-ins. Radio and inter-com, refrigerated air conditioning. Panoramic view of the desert.

BEST BUY IN RANCHO MIRAGE  
RANCHO MIRAGE REALTY CO.  
71-800 Highway 111 FA 8-2101  
Evenings Phone FA 8-3527

Home Buy Worth Seeing  
3 BEDROOMS, built-in kitchen, lot 125 x 150, 3 per cent loan, 1800 sq. ft., fireplace, priced at \$16,000. P. J. Gray, Broker,  
68-215 E. Ramon Rd.  
FA 8-1412 — FA 8-2145

**\$13,331**  
2 BEDROOM 1 bath, 7 trees, 49 oleanders, 4 years old. Near school. 3940 Sunny Dunes.  
FA 5-6835

THE TREND IS SOUTHWARD  
El Dorado Palms  
Estates  
At INDIAN WELLS Golf Course

## Real Estate for Sale 35

## Paul Burkholder

BEAUTY SPOT — Tennis Club area. Widow of deceased Seattle attorney offering her large beautiful home furnished, 3 bedrooms, 3 baths, living room 38 ft. long. Gorgeous setting. P



# NOW NEW

At "World Famous Salton Sea"  
A CITY IN THE MAKING

• • • Designed for Those Who Demand The Best • • •

## THOMAS' "BAHIA DEL MAR"

The Modern "Venice Canals" of America

AND

## SALTON CITY AIRPARK ESTATES

Private Air Taxi Strips to Your Own Back Door

### HERE IS A NEW CONCEPT IN LIVING

• • • • As Modern As Tomorrow • • • •

#### FOR THE AIRMAN

Salton City Airpark Estates will fulfill every wish of the owners of private or business planes. Private plane taxi strips will lead directly to back yard patios. One of the West's finest, unobstructed landing fields will serve Salton City Airpark Estates. Here in near-perfect, year 'round flying weather, air-minded home owners will find every facility for plane upkeep and service. Flying families will meet neighbors who enjoy the same enthusiasm for 'plane-talk' as themselves. The great variety of sports such as swimming, fishing, water-skiing, golfing, and boating, will also be available to all homeowners at Salton City Airpark Estates. Also for guests, a new and modern "Fly-in" Motel, complete with luxurious pool, Cocktail Lounge and Dining facilities. Early homesite reservations are strongly advised.

#### FOR THE BOATSMAN

Here will be the Boaters Dream of Paradise. Modern, sheltered, "Venetian" canals, inside a breakwater, and white sandy beach. A Boatel; with Restaurant, Coffee Shop, and Cocktail Bar, for the ultimate in service and relaxation. Also, complete boat repair and service, plus fueling and stopping stations. A true Shangri La for the thousands of boat enthusiasts who are discovering the unparalleled thrill of bright unfiltered sunshine, combined with the cool, blue, sparkling waters of America's greatest inland sea. Homesites fronting these canals at Bahia Del Mar will be soon be at a premium, so make your reservations now. Remember Balboa and Newport.

## DO NOT DELAY

Reserve Your Homesite Today

In Either of These Two New Miracle Developments

Reasonable Terms Arranged to Suit YOU

D. D. WATSON-DICK THAYER SALES ORGANIZATION

• • • • Exclusive Agents • • • •

Main Office: 124 E. Foothill Blvd., Arcadia, California

At Salton Sea: Offices at Desert Shores and Salton City • Palm Springs, 457 N. Palm Canyon Drive



## All Mink and Diamonds

(Except The Price Tag)

CUSTOM HOMES, ESTATE SIZE HOMESITES IN A LUSH GREEN SETTING ADJOINING EL DORADO—INDIAN WELLS GOLF COURSES.

OUTDOOR WATERFALLS, INDOOR WATERFALLS, CUSTOM DESIGNED SWIMMING POOLS AND FOUNTAINS, CONTINENTAL BATHROOMS WITH LUXURIOUS SUNKEN ROMAN TUBS, STEREOGRAPHIC SOUND, MEDALLION ALL-ELECTRIC HOMES.

## Bel Aire Of The Desert

4 BEDROOMS, INCLUDING MAIDS QUARTERS.  
3 BEDROOMS, INCLUDING MAIDS OR DEN.  
2 BEDROOMS, GARDEN, WATERFALL IN LIVING ROOM.  
PRICES FROM \$38,500—\$7500 DOWN.  
FROM 1800 - 2500 SQUARE FEET LIVING AREAS.

GORGEOUS FURNISHED MODELS OPEN. NIMSHAW DRIVE AND INDIAN WELLS LANE, WEST BORDER OF INDIAN WELLS GOLF COURSE.

KIRK KIRKWOOD, SALES DIRECTOR—FI 6-8741

## El Dorado Palms Estates

## Be Wise--Tax Wise--Go Land Wise

PALM SPRINGS

3 choice large commercial parcels. Palm Canyon through to Indian Avenue. Lease or sell—terms.

R-3 Corner lot on Indian ..... \$22,500

C-1B, Palm Canyon frontage, 130x550x450 ..... \$58,500

3 store and 2 apartment commercial buildings on Indian Avenue. 25 x 145 ..... \$32,000

PALM DESERT

MODERN—Choice view home, 2 bedrooms, 2 baths, pool, exquisitely landscaped, 125x135 lot. Finest construction and location, refrigerated. Built-ins. Must be seen. A home that's different. Reduced to \$39,500.

ALSO SOME GOOD TRADES.

MILDRED S. POTTER, REALTOR

EVE MORGAN — ASSOCIATE

431 NORTH PALM CANYON—FA 5-6112—FA 5-7558

PALM DESERT ASSOCIATE—HELEN SCHUTTE, FI 6-6083

## Real Estate for Sale 35

### Wanted--Trades!

HAVE 2 houses, pool, in high desert — Want units, pool — in Palm Springs.

WE HAVE 5 kitchen units, pool, all rented, close in — for?

ARROWHEAD mountain area — Furnished cabin, asking \$18,500. Want small home in Palm Springs.

Munholland & Co.

1059 N. Palm Canyon FA 4-1082

IT'S LATER THAN YOU THINK! I'm mourning my 70th birthday. There are a lot of places I haven't seen.

HAVE decided to sell my two houses plus two 80x150 R-3 lots. Far below appraisal. SOMEONE CAN MAKE MONEY Could Be You — Easy Terms 273 RACQUET CLUB ROAD

SOUTH END

REDUCED TO \$22,000

1 BEDROOM 2 bath furnished home plus guest quarters. Beautiful garden, low down.

ERNIE LINDBERG

REALTOR

445 N. Palm Canyon FA 4-9028

Opening New Offices

Local and out-of-town listings wanted. Specializing in acreage. Lots, homes, income.

CLYDE C. FLINN, BROKER

426 N. Palm Canyon FA 4-3887

Eves, FA 8-3997

## OPEN HOUSE

BY OWNER. New 3 bedroom 2 bath, carpets, drapes, 102 foot frontage. Reduced from \$32,500 to \$24,500. Terms.

1133 N. MARCUS

BY OWNER. 2 bedroom, ceramic tile bath, wall to wall carpeting, large fireplace, automatic gas heat, drapes, fenced, pool and tennis privileges. And new furnished income apartment. Priced \$18,500 — FA 8-3622

IDEAL home on R-2 lot. Room for 5 units. Open week ends or after 4 daily. 700 Chuckwalla. FA 5-6063

CATHEDRAL CITY

\$500 DOWN

BUYS NEW 3 bedroom 2 bath with refrigeration cooling, forced air heat, built-in stove and oven, 2 car port. All on R-3 lot. Balance easy on full price of \$15,900.

Jorganson Realty

574 Broadway, Highway 111, Cathedral City — FA 4-3679

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## Ready For Occupancy!!

MOVE IN TODAY!!

## SUNNY DUNES HOMES

IN PALM SPRINGS

ONLY \$950 DOWN

FROM \$16,950

Also the Only Homes in Palm Springs

With FHA Terms Available

INCLUDING WALL TO WALL CARPETING

3 bedrooms, 2 baths, built-in oven and range, double carport, sewers, paved streets in and paid for. Great wind-free location. South end, largest home for price in the Desert.

JUST A FEW MINUTES FROM THE CENTER OF TOWN—WALKING DISTANCE TO SCHOOLS AND CHURCHES.

DRIVE EAST ON RAMON ROAD 10 BLOCKS PAST HIGH SCHOOL TO SIGN AT CORNER OF CALLE SANTA CRUZ, THEN TURN RIGHT 4 BLOCKS TO

## Beautiful Furnished Model Home

BY JERRY FRIED OF BEVERLY HILLS

A TOM PAUL—SAM KERT ENTERPRISE—FA 5-5263

OR SEE YOUR FAVORITE BROKER.

## ESTATE SALE

80 ACRE RANCH: 70 ACRES YOUNG CITRUS, EXCELLENT MANAGEMENT, IN PERFECT CONDITION. AMPLE WATER. CHARMING, FURNISHED, ADOBE SPANISH-TYPE 8 ROOM HOME, LIVING ROOM, DINING ROOM, BUTLERS PANTRY, DEN, MASTER BEDROOM, 2 GUEST ROOMS, LANAI AND MAIDS ROOM. TWO ROOMS SEPARATE APARTMENT. CARETAKERS COTTAGE. 5 ACRES PASTURE FOR HORSES IF DESIRED—\$275,000.

## MURIEL E. FULTON

REALTOR

Frances Wilson Frances Elliott Edna A. Woolington

Oasis Building—125 South Canyon Drive—Phone 5-2225

## Real Estate for Sale 35

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Jorganson Realty

574 Broadway, Highway 111, Cathedral City — FA 4-3679

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## DISCOVER for yourself...

# RANCHO PALMERAS ESTATES

A 100-ACRE

## "GRACIOUS OASIS"

NEAR FASHIONABLE PALM DESERT  
A SUPERB LOCATION IN QUIET SECLUSION.

At The Foot of Rugged Santa Rosa Mountains  
Yet in the heart of the new Country Club district.  
Exclusive, protected environment.

Attractive Opening Prices of  
\$5650 to \$7150

Estate-size Lots (approximately 100'x120')  
Artistically Graced by Stately Palms

Medallion Model Homes Now Under Construction

For Information contact: E. M. PETERSON CO., Agents  
OFFICE ON PROPERTY.  
P.O. Box 216, Palm Desert  
PHONE FIRESIDE 6-6314

Rancho Palmeras Estates are 1 1/2 miles east of Palm Desert's  
Business District. Turn off Highway 111 at the beautiful stone entrance

### Apartments for Rent 43

DELUXE furnished 2 bedroom  
apartment with kitchen and  
large living room. TV. Magnifi-  
cent mountain view. Quiet home  
atmosphere. Air conditioned  
and filtered pool. South  
End. Reasonably priced at \$300  
to responsible yearly tenants.

INDIAN TRAIL VILLA  
1590 Indian Trail — FA 4-9576

### "The Tripalong"

PALM DESERT. Furnished 1 bed-  
room, refrigerated air, pool. \$110  
month. Call Bill Phillips...  
FI 6-6168 or FI 6-6717

PLEASE COME AND COMPARE  
New Luxuriously Furnished  
Bachelor \$95 a Month

1 Bedroom Apartment \$150 Up  
Pool, TV Cable, Refrigeration  
COCO PALMS — 1733 E. Amado

\$25 WEEK, \$90 Month. Swanky 1  
bedroom furnished apartment.  
TV, use of pool, pet, child OK.  
FA 5-7167 or 5-7632

STUDIO apartment, 3 blocks from  
Bullocks. Very reasonable.  
FA 5-2531

1 Bedroom Furnished Apartment  
TV CABLE — POOL  
FA 4-2062 — 800 Desert View Dr.

Furnished Apartment in Cathedral  
City—\$75—See Mrs. Harshman  
at the Rainbow Room

POOL side Villa, 1 bedroom, fur-  
nished. Private. Near Sak's.  
502 CALLE SANTA ROSA

ULTRA Modern 1 bedroom, unfur-  
nished. Sun-Daze.  
621 S. Riverside Dr. — FA 5-6405

RANCHO Mirage—Furnished stu-  
dio. Complete kitchen. Twin  
beds. Utilities paid. FA 8-3570.

NICE 1 bedroom apartment, fur-  
nished. \$125 month, lease.  
Mr. Lee — FA 4-9191

\$65 WEEK. Attractive 1 bedroom  
furnished. South End.  
844 Avenida Ortega — FA 5-7367

DELUXE 1 bedroom, furnished.  
apartment, fireplace. Close in.  
Adults. Lease. FA 5-2926.

LUXURIOUS 1 bedroom furnished.  
Carpet wall to wall. Extra large.  
610 Thornhill — FA 4-9246.

1 BEDROOM apartments \$75 to  
\$100 month. Free TV.  
1311 Camino Anapola—FA 5-2461

BRAND new 1 bedroom unfur-  
nished. Stove, refrigerator, TV.  
drapes. Reasonable. FA 4-2824.

UNFURNISHED 1 bedroom, large  
closets, TV, Pool, private patio.  
618 Thornhill — FA 5-7527

ELDERLY lady to share 2 bed-  
room apartment. North Palm  
Springs. FA 9-6321.

COZY STUDIO APARTMENT  
545 MEL AVENUE  
Near Lone Palm Hotel—FA 4-1162

BEAUTIFUL furnished 1 bedroom.  
TV cable, carpeted. Special  
rates on lease. FA 4-9146, 4-3075

Two New Deluxe 1 Bedroom  
Large Closets, Private Patio, TV,  
Laundry. 579 Desert View Drive.

### Beach Rentals 44

NEW 1 bedroom, 2 bath house.  
Beautifully furnished. Includes  
dishes, linens. April 1 to Nov. 1  
to reliable couple. No children  
or pets. HI 4-1462, Laguna Beach

RENT June, July, August, two  
bedroom house on point. Bal-  
boa, Calif. 2011 Miramar.

### Beach Rentals 44

IN SANTA BARBARA  
SPACIOUS Spanish Home with  
ocean view. 4 bedrooms, 2 1/2  
baths. Completely furnished, all  
appliances. \$290 month on lease  
until Sept. or longer.  
Phone Woodland 2-0343

NEAR Del Mar, luxury, 2 bed-  
room on Golf Course, salt water  
pool, April 15 to Sept. 30 or part.  
Maxwell, P.O. Box 723, Rancho  
Santa Fe. Call Plaza 6-1974.

### Mountain Rentals 45

BIG BEAR, 4 bedrooms, 1 bath  
and 2 1/2 baths, 18 x 28 run  
pus room. Rent 3 summer  
months. Write P.O. Box 354 Bay  
Station, Big Bear Lake

### Houses for Rent 46

1 BEDROOM, 2 bath furnished  
home with pool. Large fenced  
lot for privacy. Refrigeration  
air conditioning. Ph. FA 5-2545  
for quick rental.

### JIM SHARPE REAL ESTATE

433 N. Palm Canyon FA 5-2545

OWNER TRANSFERRED  
BEAUTIFULLY furnished 2 bed-  
room, newly carpeted and de-  
corated, refrigerated, patio, TV,  
also modern 1 bedroom, nicely  
furnished, newly carpeted and  
decorated, walled yard, close in.  
Available immediately. Reason-  
able. FA 5-5046.

YOU will find it at Cathedral City,  
on hill, nicely furnished nearly  
new home with beautiful heated  
swimming pool, grand view...  
come see! Turn up hill at Bank  
at end of street turn right to  
Charlesworth Way, drive up  
Charlesworth to Minerva Lane.  
Lease. Owner Parker J. Buck.

REFINED, furnished 2 bedroom  
and bath. One block from Post  
Office. A high spot convenient  
to everything. Will sell or lease  
at \$200 month. See at 301 Tan-  
arisk or phone FA 5-6550.

BRENTWOOD, spacious, magnifi-  
cent grounds, 3 bedroom 3 bath,  
lanai, heated pool, \$900 furni-  
shed. \$700 unfurnished.  
Los Angeles GR 2-6334

RENT with option to buy or trade  
for L.A. property. \$150 month.  
Furnished 2 bedroom with bath-  
room apartment. FA 4-9463 or  
call Scofield, L.A., OL 5-8578.

NEW 3 bedroom house. Double  
carport, refrigerator unfur-  
nished. \$100 month, plus utilities.  
Inquire 21780 Snow View Drive,  
Palm Springs Oasis. FA 5-5851.

EXECUTIVES beautifully furni-  
shed 2 bedroom home with pool.  
Built-in view. \$230 per month.  
OTTO REALTY  
66-744 Hwy 111 FA 8-1380

FURNISHED 3 bedroom, pool.  
\$250 month. Culver Nichols next  
to Post Office, 861 N. Palm Can-  
yon Dr., FA 5-2182.

BEAUTIFUL 3 bedroom, 2 bath.  
Wall to wall carpeting, furni-  
shed \$175, unfurnished \$160.  
FA 5-7181

2 BEDROOM. Also 1 bedroom fur-  
nished, utilities, heated pool,  
central best location.  
Wm. Brown — FA 5-5175

2 BEDROOM furnished house with  
apartment. Clean, close in. \$125  
month. 338 N. Calle Santa Rosa.  
FA 4-1015

NEW unfurnished 2 bedroom and  
den. Open. 2696 Anza Trail. \$124  
month. FA 5-7792.

FURNISHED 1 bedroom and 2  
bedroom. Very modern, \$65 and  
\$75. 66-141 Desert View.  
Desert Palm Springs

## OF

ALL THE SECRETS TO SUCCESS THERE'S  
ONE WHICH STANDS ALONE. TAKE  
WHAT IS SPENT IN PAYING RENT AND  
BUY YOURSELF A HOME!

### In Enchanted Village

A GEORGE ALEXANDER BUILT HOME

Only \$995 down—one year new, 3 bedroom, 2 baths, 3 ton re-  
frigeration, plus carpeting and drapes, built-ins, beautifully  
landscaped, a steal at \$22,500.

### Exclusive South End

Deep Well area is where this beautiful 3 bedroom, 2 bath home  
that is tastefully furnished, plus carpeting and drapes. Also a  
pool for \$32,500. If you wish it unfurnished a buy for only  
\$29,500. Owner is open to trade too!

### \$29,500---Sacrifice!

Only 1 year old is this 3 bedroom, 2 bath home which includes  
built-ins, 3 TON REFRIGERATION, pool, landscaped, near  
schools.

### Big For Its Size!

Yes, we mean that this nice 4 bedroom plus den has luxurious  
spaciousness and fine features throughout. Only 2 years old,  
wall to wall carpeting, landscaped and walled for privacy,  
near Sunrise for the low price of \$37,500.

### Income---Plus!

You can add 3 more units on this R-2 lot plus 2 bedroom old-  
er home. Close to Indian Avenue—low down—\$16,500.

### 11 Units --- Cathedral City

\$75,000—Highway 111, corner thru to Date Palm, older build-  
ing, furnished, pool, room for 6 more units—Terrific buy!

### MARJORIE BARON

447 N. Palm Canyon Drive—FA 4-1796—4-2629

### House for Rent 46

LOVELY FURNISHED 2 bedroom  
home. Excellent air-conditioning.  
Ocean view. 4 bedrooms, 2 1/2  
baths. Completely furnished, all  
appliances. \$290 month on lease  
until Sept. or longer.  
Phone Woodland 2-0343

### LEASE WITH OPTION

TO BUY is offered here in this  
beautifully furnished Meyer De-  
signed 2 bedroom, 2 bath home.  
Asking \$250 per month on year's  
lease. Call MILDRED JACK-  
SON'S OFFICE. FA 5-3356.

FOR lease. Choice location. 3 bed-  
room, 2 bath home, furnished or  
unfurnished. Reasonable.

### S. FRANKS REALTORS

279 North Palm Canyon FA 5-5055

ATTRACTIVE, completely fur-  
nished 3 bedrooms, 2 baths, sun  
room, screened porch. Ranch  
home on Clancy Lane, near  
Desert Air Hotel, Tamarisk and  
Thunderbird.

Mildred Potter, Realtor, FA 5-7558

LOVELY 3 bedroom 2 bath home  
overlooking lush Fairway, Indian  
Wells Country Club.

CALL — JEANNE AHRENS,  
FI 6-6168  
HOLIDAY REALTY CORP.

HEATED pool, 3 bedroom 2 bath  
house, with view. Completely  
furnished, washer, dryer, TV,  
fireplace, 2 patios, fenced lot.  
Phone FA 4-2766.  
Week, Month or Year Lease

UNFURNISHED new deluxe 3 bed-  
room, 2 bath home, built-in  
range and oven, drapes, wall to  
wall carpet. \$175 month, lease.  
Mr. Lee, FA 4-9191.

NEW 3 bedroom, den, 2 baths,  
beautifully furnished, patio.  
\$175 month. 5 minutes heart of  
town. Palm Springs Oasis.  
FA 4-3080 - 4-9310 - 5-6358

FURNISHED. South End, near  
Palm Canyon, 3 bedrooms, 2  
baths, large POOL, \$350 per  
month, including pool and yard  
service. FA 4-2058.

POOL — 3 bedrooms 3 baths plus  
large wet bar STUDIO with  
private entrance. Furnished com-  
plete. Low rent by month or  
year. Owner. 1057 Marshall Way

2 BEDROOM HOME. Lanai. En-  
closed yard. Pool privileges.  
\$120 month. Lease. 32-330 Sky  
Blue Water. FA 8-3632.

2 BEDROOMS WITH POOL. Com-  
pletely furnished. Responsible  
couple. About 5 months for \$95  
month. FA 8-1394.

FOR rent or lease NOW. 2 bed-  
room, 1 1/2 baths, furnished home.  
Maid's room. Owner FA 4-1613.

CATHEDRAL CITY — on hill. 2  
bedroom 2 bath part furnished.  
\$125 on lease. FA 8-1222, 8-1242.

ATTRACTIVE 2 bedroom, 2 bath.  
Large den, small pool, TV, 504  
N. Calle Ralph. FA 5-6139

BRAND new completely furnished  
home with pool. Professionally  
decorated. FA 4-2965, FA 8-2013.

FURNISHED 1 bedroom and 2  
bedroom. Very modern, \$65 and  
\$75. 66-141 Desert View.  
Desert Palm Springs

### Musical Instruments 50a

END-OF-SEASON  
CLEARANCE

\$245.50 Small Spinnet Piano  
\$129.95 Magnus Chord Organ  
\$95.50 Portable Reed Organ  
Organs - Pianos - Rental Returns  
Guitars - Band Instruments  
YATES MUSIC CO. — FA 5-2838  
The Plaza Corner Indian

HAMMOND cord organ, ebony  
color, with percussion. Practi-  
cally new, perfect condition. New  
\$1100, sell for \$700. Call FA 8-3207  
except Thursday and Sunday.

PIANO, 90 years old, antique, rose  
wood, square grand. Excellent  
condition. \$500. Write Box 336,  
Yucca Valley. Forrest 5-2051.

PIANO TUNING — REPAIRING  
Work Guaranteed — Reasonable  
10 Years in Palm Springs  
Karl Moldren, P.T.G. FA 8-3624.

Two Pianos — One Steinway  
Can Be Seen At...  
468 W. TAHQUITZ DRIVE

### Household Goods 50

### MAHER RENTS

FOR THE COMFORT of your  
extra guest — Rollaway beds,  
baby cribs, high chairs, strol-  
lers, play pens, etc.

### WE BUY AND SELL

Maher Furniture  
64-229 Dillon Road, near Indian  
Ave., beyond overpass at Hwy  
99. FA 9-2613 or FA 4-9641.

USED furniture and household  
appliances bought and sold.  
We Pay Highest Prices

### STERMER'S

67-961 Hwy 111, FA 8-3935

NEW Electrolux (R) Worlds only  
automatic cleaner. See it today!  
Call or write your authorized  
Electrolux man, O. S. Smith, 667  
Indian Trail. FA 8-7701.

6 ROOMS including beautiful 10  
piece Pickled Pine dining set, 2  
bedrooms complete, GE and  
Serval refrigerators. See at 792  
Mesquite, Eves. FA 8-3707.

NEW AND USED  
Washers and Refrigerators  
Anthony's Refrigeration Co.  
864 Broadway — Cathedral City

2 EASTERN maple, double bed,  
bedroom sets, with chair, desk,  
lamp. \$150 each. 1524 S. Calle  
Marcus. FA 5-2483.

USED GAS COOK STOVE  
Works Good — \$25  
FA 4-2401

WEDGEWOOD stove, almost new.  
Cost \$400, sell \$150. Kenmore  
mangle \$75. FA 5-7635.

ANTIQUE 3 drawer chest, maple  
dropleaf dining table, club chair  
bar stools. Cheap! FA 5-6135.

WROUGHT iron daveno, chair,  
ottoman, makes double and  
single bed. FI 6-6669.

LIVING room and bedroom furni-  
ture. Reasonable price. Beauti-  
ful condition. 1133 Passatiempo.

DINING table with extension, 6  
chairs, blond wood. \$25.  
FA 5-7156 or 5-5095, Rich

DEEP FREEZE — \$75  
Lot 4, Ideal Park, 1st and Allen  
Cathedral City

Call 8-3005 for Classified Ads

## TONY BURKE, Inc.

ON THE DESERT SINCE 1929

### Near Tamarisk Country Club

A DOLL HOUSE in a dream garden. Only 1 bedroom, but it's big.  
Bathroom, den, kitchen, fully equipped, dishwasher, clothes wash-  
er, furnished, carpeted, fully bearing citrus—\$17,500.

### Good Commercial Possibilities

ADJACENT to new Safeway Store and Shopping Center in Rancho  
Mirage. 100 ft. Highway 111 frontage, 250 ft. deep, 3 bedroom  
home—\$30,000—terms.

### 10 Acres

ON DEL SOL ROAD adjacent to Tierra Del Sol development.  
Attractive prices and terms.

### ASSOCIATES

PERCY WHITESIDE  
ALLAN LOCKHEED  
BART PROM

S. P. MANASSE  
AL ZISKIN  
BILL CRAWFORD

70-237 HIGHWAY 111—THUNDERBIRD AREA

P.O. BOX 910, PALM SPRINGS

Phone FA 8-2590

SEE THE MODELS TODAY

## THE SANDPIPER

Own Your Own Apartment — Palm Desert  
JUST MINUTES THRU PALM SPRINGS

YOUR OWN private apartment with sun patio, pool, putting green,  
and play area—amidst an oasis of tropical landscaping! 2 bed-  
rooms—2 baths—big living area, built-in kitchen.

EXCELLENT TERMS. FULL PRICE \$21,500

INCLUDING REFRIGERATION

LEASES ALSO AVAILABLE  
FURNISHED MODELS BY VEE NISLEY OPEN DAILY

Drive straight through Palm Springs on Highway 111 (Palm Canyon  
Drive) to Palm Desert. Models in Palm Desert at Highway 111  
and Palms-to-Pines Highway.

WRITE—SANDPIPER, PALM DESERT

OR PHONE FIRESIDE 6-6156

### Household Goods 50

Storage Releases  
Household Furniture of All Kinds  
New and Used Furniture

Marty's Furniture  
Kiva Shopping Center  
71-713 - 71-715 Highway 111  
RANCHO MIRAGE FA 8-1903

IRONER  
Automatic, Thor Gladiron  
Will Sacrifice — FI 6-6053

Trailers for Sale 51

MARCH SALE  
OVERSTOCKED  
ON  
GOLD SEAL  
VIKINGS

45 AND 50 FOOT  
1 AND 2 BEDROOMS  
COST OR BELOW

ALSO  
TRAILERAMA, EMPIRE, LIFE  
COMPLETE LINE OF  
TRAVEL TRAILERS—ALL SIZES

AL ROSE  
THE TRAILER KING  
68-120 HIWAY 111 FA 8-2761

SACRIFICE

LOT 134 Mecca, Sahara Park. Ra-  
mada 34' x 54' and Cabana 12' x  
32'. Beautiful ABC 50' Coach.  
Underground automatic sprink-  
ling system, beautifully land-  
scaped with stone planters, etc.  
See this now for a terrific deal.  
Call FA 8-2700 for appointment.

BEAUTIFUL new 40' - 10' wide.  
\$3995. Birch interior, large car-  
peted living room, 11 cubic foot  
refrigerator, deluxe stove, walk-  
thru bath, large bedroom with  
exceptional closet space. Take  
older trailer in trade. Murray's.  
68-100 Hwy 111, next to Sun Air  
Drive-In Theatre.

LAS VEGAS RESIDENT will sell  
for less than one-half of original  
cost. 45' Pan American with ca-  
bana, located Space A-7, Blue  
Sides (apply Space A-5 Blue  
Sides) between 10 a.m. and 4  
p.m. Make cash offer.

METAL 23' HAPPY HOME  
MODERN, awning, cooler, Emer-  
son TV and aerial. Like new.  
Lot 9 Corral Park. FA 4-2852 be-  
fore 8 a.m. and after 2 p.m.

35' Delta and Ramada  
Twin Beds, Lovely Corner Lot  
Good Buy  
No. 17, Horizon Trailer Village

LARGE ramada, double carport.  
1958 Flamingo 50'. Large store  
room. 138 Caravan. See owner,  
156 Caravan, Sahara Park.

\$2500 40' Fleetcraft 1957  
Terms. Awning and cooler. Ideal  
Court, 1st and Allen, Cathedral  
City.

BEAUTIFUL SAHARA PARK  
LARGE TRAILER WITH CABA-  
NA. PRICED TO SELL.  
217 SAFARI

## SEE THE INCOMPARABLE

AT

### AUTHORIZED DEALER

## ROLLS-ROYCE

## PALM SPRINGS IMPORTS

68-406 Highway 111 --- FA 8-1105

### Trailers for Sale 51

SACR



MAKE THAT BUNNY A POODLE  
BLACK Minature puppies, 8 weeks  
old, finest pedigree, MANNER-  
HEAD and MONTFLEURI. Sire  
PALMARES MONSIEUR KOR-  
ET. Dam, LADY LOO of Mead-  
OWBROOK. (English import).  
AKC registered. FA 8-1267.

EASTER PRESENT  
MOST beautiful, brown or black.  
AKC POODLE puppies. Very  
small miniature. 7 weeks old.  
Reasonable. FA 5-7005 or 5-6647.

Poodle Puppies \$50 to \$150  
Silver - Chocolates - Blacks  
Miniatures - Toys - FA 8-2820

#### Utility Vehicles 67

AUTOETTE electric golf cart with  
golf bag well. Good condition.  
\$400. Dr. Jack Chalek. CR 18373  
Beverly Hills.

MARKETEER ELECTRIC CAR  
Lot 4, Ideal Park, 1st and Allen  
Cathedral City

#### Motorcycles 68

1954 HARLEY competition bike.  
K.H. model, like new, \$575.  
FA 5-7663

#### Used Cars for Sale 70

DRIVE TO CATHEDRAL CITY  
AND SAVE

1955 PLYMOUTH, wagon... \$1095  
1954 FORD, 4 door... \$795  
1957 SIMCA, 4 door... \$1295  
1954 FORD, 9 passenger... \$895  
30 OTHERS TO CHOOSE FROM  
WOODFIN MOTORS  
RAMBLER - VOLVO - HILLMAN  
CATHEDRAL CITY - FA 8-3837

1952 NASH  
4 Door Statesman 6 Cylinder  
Price \$195  
Evenings Phone DI 7-0782  
Days Phone FA 5-5005  
Ask for Marty

TOP \$\$\$ DOLLAR  
For Good Clean Used Cars  
Paid For or Not

DAVIS MOTORS  
68-958 HIGHWAY 111  
CATHEDRAL CITY FA 8-1410

Lincoln Continental  
CONVERTIBLE

1958, MARK III. White-black top.  
Very low mileage. Priced for  
quick sale. FA 5-2927.

1955 MERCURY Montclair Hard-  
top. All electric, including refrig-  
eration. Excellent condition, will  
sell for 30 per cent of cost. Con-  
sider trade for cheap car.  
FA 8-2359

1957 CADILLAC convertible, white,  
air conditioned. Full power.  
12,000 actual miles. \$500 for my  
equity and assume contract.  
FA 9-5100, FA 9-3516 After 6

NEARLY new 1958 white Corvette.  
Real bargain. Roy Shreck,  
Palm Springs Airport.  
FA 4-9791 - Nites FA 8-3862

1953 CADILLAC Coupe de Ville.  
Continental kit, power steering,  
windows, tubless tires, almost  
new. New paint. \$1100. FA 57635

1953 DESOTO, 4 door sedan, rad-  
io, heater, solid wire wheels,  
real clean. Good rubber. Full  
price \$995. FA 5-7528.

1957 LINCOLN Premier hardtop.  
Immaculate white, full power  
equipped electric eye, low mile-  
age. \$2950. Owner FA 8-3756.

1949 FLEETWOOD CADILLAC  
Excellent Condition - 1 Owner  
Low Mileage-Leather Upholstery  
\$400 - FA 5-7850

1958 CADILLAC convertible. All  
power, air conditioned, air ride  
Only 14,000 miles. \$4400. Terms.  
FA 4-9206

1956 OLDSMOBILE  
Convertible "99" - Like New  
FA 5-5183

1957 CADILLAC hardtop, 1 owner.  
Excellent condition. \$3200.  
FA 4-1381, FA 4-2618 After 6 P.M.

TAKE over 1958 Ford convertible  
Sunliner with small down pay-  
ment. FA 5-7823 after 4 p.m.

1956 CHEVROLET V-8 Station  
Wagon, good condition. Reason-  
able. 67-979 Hiway 111. FA 8-1590

1955 MERCURY Wagon - \$1250.  
Clean, mechanically perfect.  
136 So. Palm Canyon Drive

1951 FORD truck 1/2 ton stake.  
Radio, heater, power brakes,  
clean. \$395. FA 4-2877, 4-9130.

PRIVATELY owned 1956 Cadillac  
Convertible, low mileage, air  
conditioning. \$2250. FA 8-2954.

#### Automobiles Wanted 71

WANT 1958 or 1959 Thunderbird or  
Lincoln Convertible. Will trade  
equity in modern 2 bedroom  
home on corner lot. Near Des-  
ert Club, La Quinta. Rents year  
'round at \$85, \$100 per month.  
Phone DI 7-4161

#### Automobile Service 72

GUARANTEE GARAGE  
Repairs - Sunday Emergency  
3322 N Indian - FA 5-7655

## AS IS CLEARANCE SALE COME IN AND DRIVE THEM AWAY AT THESE PRICES

1953 OLDSMOBILE, Convertible... \$299  
1953 CHRYSLER, V-8... \$299  
1951 FORD, V-8... \$199  
1952 HILLMAN... \$299  
1954 FORD, 2 Door... \$399  
1951 FORD, Victoria... \$299  
1950 FORD, 2 Door... \$199  
1954 BUICK, Riviera... \$799  
1955 CADILLAC, Hardtop... \$1599

OPEN 'TIL 8 P.M. AND SUNDAY

Palm Springs Lincoln - Mercury  
"SAVE"

335 SUNNY DUNES ROAD - PHONE FA 4-1201

### See These Hard to Find Models

1955 Thunderbird... \$2395  
STICK SHIFT WITH OVERDRIVE, RADIO, HEATER, WHITEWALL  
TIRES, HARDTOP AND SOFT TOP TOO-REAL-SHARP!

1957 Rambler, Wagon... \$1995  
A BEAUTIFUL CAR IN TOP CONDITION,  
AUTOMATIC TRANSMISSION, RADIO, HEATER.

1956 Plymouth, Fury... \$1695  
A BEAUTY. AUTOMATIC TRANSMISSION, POWER STEERING,  
BRAKES AND WINDOWS, RADIO, HEATER.

These cars carry our exclusive  
1 Year Guarantee Maintenance Plan

ABSOLUTELY NO ONE  
CAN GIVE YOU A  
BETTER DEAL THAN

PALM SPRINGS IMPORTS

68-406 HIGHWAY 111 FA 8-1105

Imperial Motors of Palm Springs  
OFFERS SPECIAL EASTER SALE

1959-190, S.L. MERCEDES, COUPE, READY FOR DELIVERY.

1958 DODGE CONVERTIBLE, 500 SERIES... \$2895  
1958 PLYMOUTH HARDTOP, ALL POWER... \$2395  
1955 FORD, 4 DOOR FAIRLANE, LOADED... \$1295  
1955 FORD, CUSTOM 4 DOOR, EXCELLENT CONDITION... \$1295  
1953 CADILLAC, 4 DOOR SEDAN, POWER... \$1295  
1956 DODGE 1/2 TON PICKUP... \$1295

IMPERIAL - CHRYSLER - DODGE - MERCEDES

68-350 HIGHWAY 111 - FA 8-3103  
OPEN DAILY TO 8 P.M.-SUNDAY 'TIL 5 P.M.

\$99 DOWN

WILL BUY ANY

CAR IN OUR STOCK

ON APPROVED CREDIT

Plaza Desoto - Plymouth  
191 S. Indian --- FA 5-2588

### NEW CAR TRADE-INS

1959..BUICK, Invicta, executive car  
1955 CADILLAC, Convertible, loaded.  
1958 PLYMOUTH, wagon, factory air... \$2495  
1955 BUICK, Century, hardtop... \$1295  
1956 BUICK, Century, hardtop... \$1395

SIMMS BUICK - PONTIAC

383 NORTH INDIAN FA 5-5591

#### Used Cars for Sale 70

1957 PONTIAC Catalina Hardtop.  
11,900 actual miles, not a scratch  
Like new. \$1475 firm, no trades,  
will finance. FA 8-1394.

PACKARD, 1953 '400' One of the  
cleanest imaginable. Priced for  
immediate sale. Also 1955 C-35  
Jeep. Private owner. FA 4-2015.

1956 SEDAN DE VILLE  
Low Mileage - Very Clean  
922 Mesquite

1953 FORD  
4 DOOR SEDAN  
FA 5-7428

The Desert Sun Friday, March 27, 1959 158

### Looking for a Hardtop Coupe ?

THEY'RE HERE NOW !

AT

## PALM SPRINGS FORD

1955 Mercury Hardtop... \$1175

MONTCLAIR COUPE, STUNNING MAROON AND WHITE,  
CONTINENTAL KIT, WHITEWALL TIRES, POWER STEER-  
ING, RADIO, HEATER, MERCOMATIC  
THIS IS WAY BELOW MARKET VALUE!

1955 Buick, Hardtop... \$1095

SUPER, CLEAN AS A PIN THROUGHOUT, LOADED WITH  
ACCESSORIES. IF YOU ARE A BUICK LOVER-YOU OWE  
IT TO YOURSELF TO CHECK THIS ONE PERSONALLY.

1956 Chevrolet, Hardtop... \$1195

4 DOOR, SPORT SEDAN, V8, RADIO, HEATER, POWER-  
GLIDE, WHITEWALL TIRES. BUYING POWER MAKES THIS  
PRICE POSSIBLE.

1953 Ford, Hardtop... \$595

VICTORIA COUPE, THE MOST POPULAR MODEL FORD  
EVER BUILT, RADIO, HEATER, FORDOMATIC, A BAR-  
GAIN HUNTERS DELIGHT-SEE IT!

24 LATE MODEL CARS TO CHOOSE FROM  
BANK TERMS

## PALM SPRINGS FORD

3919 EAST PALM CANYON - FA 8-2181

NEAR PALM SPRINGS GOLF COURSE

### SAVE AT DAVIS MOTORS

Our Low Overhead Means

BIG SAVINGS TO YOU-WHY PAY MORE

Specials This Week

1956 CADILLAC CONVERTIBLE, ALL POWER, 1 OWNER... \$2495  
1956 CADILLAC DE VILLE, 4 DOOR, REFRIGERATION... \$2595  
1956 CADILLAC 4 DOOR '60 SPECIAL FLEETWOOD... \$2495  
1956 MERCURY MONTCLAIR 2 DOOR HARDTOP, EXTRAS... \$1295  
1956 FORD V8 4 DOOR STATION WAGON... \$1125  
1955 STUDEBAKER 4 DOOR, EXCELLENT CONDITION... \$395

CHECK THESE SPECIALS BEFORE YOU BUY

1957 DODGE CUSTOM ROYAL, 4 DOOR, ALL EXTRAS... \$1695  
1956 METROPOLITAN, ALL EXTRAS, LOW MILEAGE... \$995  
1955 CHEVROLET 8, BEL AIR SPORT COUPE, IMMACULATE... \$1095  
1954 CHEVROLET 210, 2 DOOR, ORIGINAL... \$495  
1954 METROPOLITAN, PERFECT CONDITION... \$595  
1954 STUDEBAKER CHAMPION 6, 2 DOOR... \$495  
1952 JAGUAR CONVERTIBLE, PERFECT CONDITION... \$895  
1956 VOLKSWAGEN 2 DOOR, LIKE NEW... \$1395  
1955 PONTIAC STAR CHIEF, CONVERTIBLE... \$995

GOOD TRANSPORTATION CARS

1954 Plymouth 2 Door, standard transmission... \$345  
1950 Plymouth 4 Door... \$125  
1949 Mercury, standard transmission, new rebuilt motor... \$195

TRUCK SPECIALS

1953 Studebaker 1/2 ton, overdrive, 8 foot bed... \$435  
1957 Volkswagen, excellent condition... \$1195  
1953 GMC - 4 Speed... \$395

All these cars are very clean and in A-1  
condition. Bank terms, low down, easy payments.

SPECIALS PRICED AT NO TRADE

### DAVIS MOTORS

68-956 HIGHWAY 111, CATHEDRAL CITY, FA 8-1410

### SEE ALL THE IMPORTED CARS

With Our 1 Year  
Used Car Guarantee

M.G.--Healey--Morris--Austin  
Renault--Volkswagen--Triumph

Alfa Romeo--Simca  
Borgward--Hillman

ABSOLUTELY NO ONE  
CAN GIVE YOU A  
BETTER DEAL THAN

PALM SPRINGS IMPORTS

68-406 HIWAY 111 FA 8-1105

### HURRY IN FOR THIS TERRIFIC BARGAIN!

1955 Ford 3/4 Ton V8 Pickup

TRUCK-4 SPEED TRANSMISSION  
OVERSIZED TIRES.

Today's Special Price \$599

### STACK CHEVROLET

OPEN: MONDAY THROUGH FRIDAY 8 A.M. TO 9 P.M.  
SATURDAY 8 A.M. TO 6 P.M.-SUNDAY 10 A.M. TO 4 P.M.  
SOUTH PALM CANYON AT SUNNY DUNES-FA 4-9156

#### Used Cars for Sale 70

1956 SEDAN DE VILLE  
Low Mileage - Very Clean  
922 Mesquite

1953 FORD  
4 DOOR SEDAN  
FA 5-7428

### Plaza Motors Cadillac-Oldsmobile

ANNOUNCES THE

## Spring Opening

OF OUR

## BIGGEST USED CAR SALE

ALL PRICES ARE SHARPLY REDUCED AT SLIGHTLY ABOVE  
WHOLESALE TO CLEAR OUT OUR HEAVY STOCK. YOU SAVE  
HUNDREDS OF DOLLARS IF YOU BUY NOW.

AT

## "Cadillac Corner,"

290 N. Indian, corner Amado, Palm Springs

Plaza Motors Cadillac-Oldsmobile

WE OFFER YOU 32 CARS WITHIN ALL PRICE RANGES AT  
HUNDREDS OF DOLLARS BELOW MARKET VALUE, THOR-  
OUGHLY RECONDITIONED AND MADE READY FOR THE  
EASTER PARADE.

Most 1955, 1956, 1957 and 1958 models have been certified for  
a ONE YEAR BONDED GUARANTEE COVERING 100% COSTS  
FOR LABOR AND REPLACEMENT OF ALL SPECIFIED MECH-  
ANICAL PARTS REGARDLESS OF MILES ANYWHERE IN THE  
UNITED STATES...

### CADILLACS

| YEAR | MODEL               | STOCK<br>NUMBER | REDUCED<br>PRICE |
|------|---------------------|-----------------|------------------|
| 1958 | Sedan De Ville, Air | No. 316         | \$4675           |
| 1957 | Fleetwood, Air      | No. 37          | \$3850           |
| 1957 | El Dorado           | No. 33          | \$3650           |
| 1957 | Coupe De Ville      | No. 31          | \$3525           |
| 1957 | Convertible         | No. 18          | \$3525           |
| 1956 | El Dorado           | No. 126         | \$2750           |
| 1956 | El Dorado           | No. 122         | \$2750           |
| 1956 | Sedan De Ville, Air | No. 125         | \$2750           |
| 1956 | Coupe De Ville      | No. 219         | \$2650           |
| 1956 | Convertible         | No. 115         | \$2550           |
| 1954 | Coupe De Ville, Air | No. 38          | \$1975           |
| 1953 | Convertible         | No. 32          | \$1050           |

### OLDSMOBILES

|      |                       |           |        |
|------|-----------------------|-----------|--------|
| 1958 | Super 88 4 Door       | Executive | \$2975 |
| 1957 | Holiday Coupe 88      | No. 211   | \$2200 |
| 1956 | Holiday 4 Door        | No. 28    | \$1650 |
| 1956 | Holiday Coupe         | No. 23    | \$1495 |
| 1955 | Holiday 98 Coupe, Air | No. 213   | \$1450 |
| 1955 | 4 Door 98             | No. 314   | \$1275 |
| 1955 | Holiday Sedan         | No. 16    | \$1375 |
| 1955 | 4 Door 88             | No. 123   | \$1350 |
| 1955 | 4 Door Sedan          | No. 13    | \$1275 |

### MISCELLANEOUS

|      |                   |          |        |
|------|-------------------|----------|--------|
| 1957 | Mercury Montclair | No. 216  | \$2150 |
| 1956 | Buick Hardtop     | No. 312  | \$1275 |
| 1956 | Buick Sedan       | No. 1226 | \$1250 |
| 1955 | Buick Hardtop     | No. 315  | \$1150 |
| 1954 | Buick Coupe       | No. 1225 | \$ 950 |
| 1953 | Buick             | No. 26   | \$ 575 |
| 1953 | Chrysler Sedan    | No. 311  | \$ 475 |
| 1953 | Chrysler Coupe    | No. 116  | \$ 450 |
| 1951 | Studebaker        | No. 39   | \$ 275 |
| 1951 | Chrysler 2 Door   | No. 35   | \$ 150 |
| 1949 | Ford 2 Door       | No. 210  | \$ 100 |

BUYING A "BETTER USED CAR" NEED NOT  
BE A "GAMBLE" IF YOU BUY AT

### "CADILLAC CORNER"

AND REMEMBER "CAR FOR CAR THE BEST BY FAR"

The Home of "Better Used Cars" Since 1937

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It's here and only Standard has it—an entirely new grade of gasoline so far ahead in octane and other qualities... it's unequalled!

# CUSTOM SUPREME

*the West's first gasoline custom-refined  
for the world's most powerful cars*



Now there are three great Chevrons to cover the octane needs of all cars far more exactly than two grades possibly can. Everyone gets a better buy because every motorist can get all the power and performance his car can deliver—without paying for higher-octane gasoline than it really needs.

#### Why Standard now offers three grades of gasoline

For many years, only two grades of gasoline—"regular" and "premium"—have been needed to satisfy the power requirements of automobile engines.

But today, the power demands of the new cars are so exacting that a new problem has arisen:

If premium grade gasolines are continually increased in octane, millions of premium-users whose cars do not require these extra octanes, will be paying for "the other fellow's" power needs.

The solution is clearly three grades of gasoline:

- (1) an unequalled new grade of gasoline for the highest-compression cars.
- (2) a powerful premium grade for late-model cars that do not need extra high octane. Full performance without having to buy a higher-octane gasoline than is really needed.
- (3) a higher-octane economy grade for all cars that run on "regular."

Clean burning, of course, with all three new Chevrons. And one is just right for you in power, performance and price.

*As fast as possible, we're bringing the new three grades to stations throughout your area.*



**exclusive Chevron Custom Supreme**... a new grade of gasoline for the highest-compression cars that need a clean burning gasoline far more powerful than any available until now. Delivers unequalled performance and unequalled value!



**powerful Chevron Supreme**... the West's biggest-selling premium for late-model cars that do not need extra high octane. Motorists get full performance in a clean burning gasoline without having to buy octanes they do not really need.



**economy Chevron**... a new, more powerful money-saver for the owners of all cars that run on "regular" grade gasoline. Clean burning Chevron gasoline gives these motorists new high octane—and better performance—at the regular price.

AT THE SIGN OF THE CHEVRON  
**WE TAKE BETTER CARE OF YOUR CAR**  
STANDARD STATIONS INC. • CHEVRON DEALERS



STANDARD OIL COMPANY OF CALIFORNIA



**DESERT  
PROGRESS  
EDITION**

THIRTY-SECOND YEAR  
**The Desert Sun**

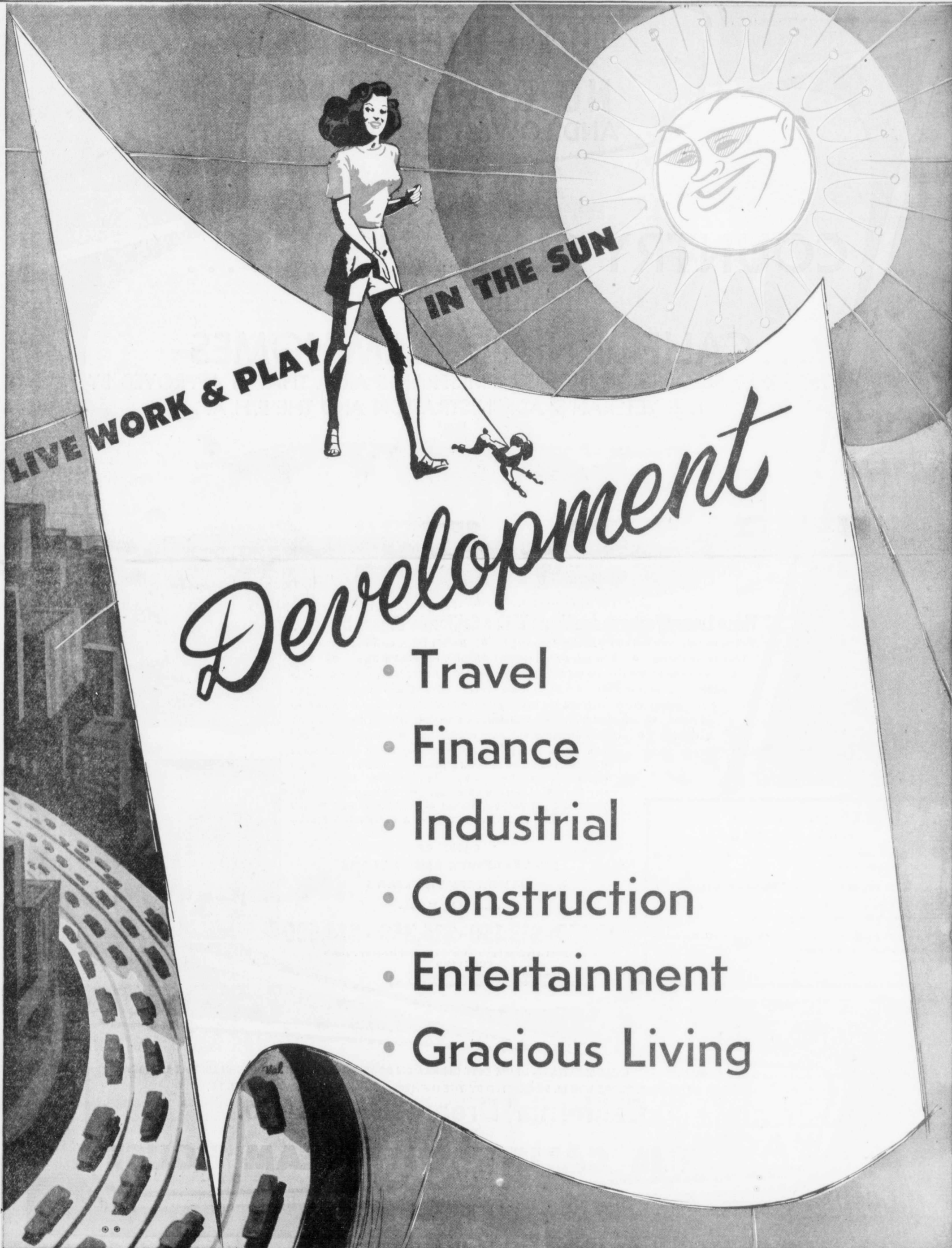
**DESERT  
PROGRESS  
EDITION**

VOL. XXXII, NO. 176

The Desert Sun, Palm Springs, California Friday, March 27, 1959

PHONE FA 5-5005

Single Copy 20c





F.H.A. BUYER . . . THE LOWEST DOWN PAYMENT  
. . . AND THE LOWEST MONTHLY PAYMENT

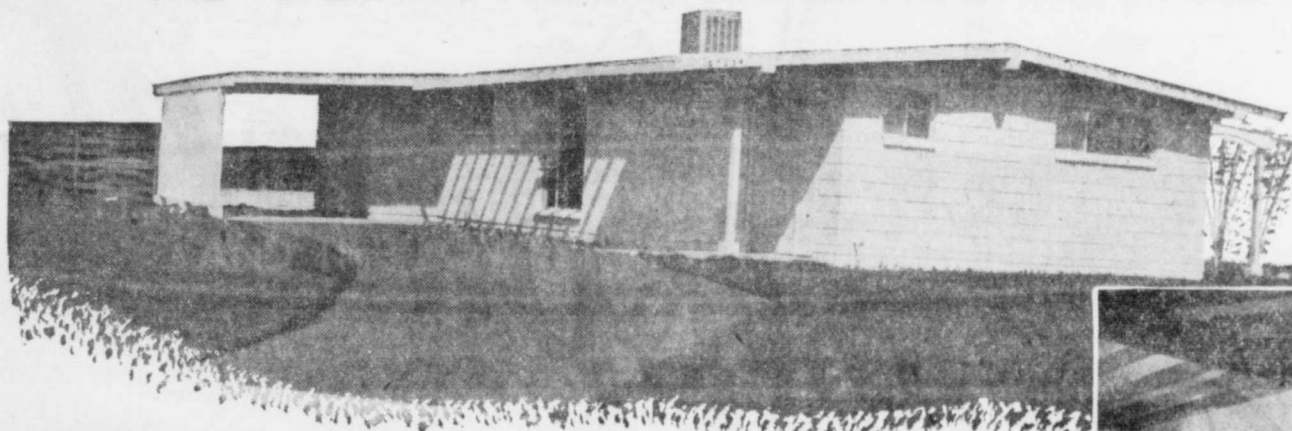
## VETERAN'S NO DOWN PAYMENT AND LOWEST MONTHLY PAYMENT

# COUNTRY CLUB ESTATES . . .

featuring the

## . . . CALIFORNIA DREAM HOMES

THE ONLY SUBDIVISION IN THE PALM SPRINGS AREA THAT IS APPROVED BY  
THE VETERAN'S ADMINISTRATION AND THE F.H.A.



### These Luxury Features Are Yours With a California Dream House...

Wall to wall carpeting and all the furniture you want\* • Built-in range, oven and broiler—optional gas or electric • Wide safe streets, concrete sidewalks, curbs and gutters • Fully formed micarta kitchen counters and large breakfast bar • Double kitchen sinks with dishwasher and garbage disposal • Entire house fully insulated and weather stripped • Thermostat controlled forced air gas furnace • Aluminum sliding doors to king-size patios • Oversized tiled shower with terrazzo floor • Eastern hardwood birch cabinets. • Custom decoration and color coordination • Tropical rock roof with wide overhang • Air conditioning ducted into all rooms • Aluminum framed dustproof windows • Near to everything—superb view • King-size wardrobe closets • Deep pool-size view lots • Loads of storage space • All lots fenced. VETERANS and NON-VETERANS\* — DON'T JUST BUY A NICE HOME — OWN THE VERY FINEST — A CALIFORNIA DREAM HOUSE.



### OUR PLEDGE

★ Only certified—first grade materials are used in the construction of a California Dream House.

★ All workmen are craftsmen—no slipshod work is tolerated.

★ Every California Dream House is guaranteed for one full year against any defective materials or workmanship.

★ NO Second Mortgage—ONE MONTHLY PAYMENT— that includes principal, interest, taxes and insurance.

### CHOICE OF

2-3-4 BEDROOM FLOOR PLANS

ALL WITH 2 BEAUTIFUL BATHS

### — PRICES —

**\$12,150 - \$13,150 - \$14,350 - \$14,500**

\* No down payment to qualified buyers — very small increase in monthly payments  
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Permanent financing arranged by  
PALOMAR MORTGAGE COMPANY—San Diego, San Bernardino

TO VISIT COUNTRY CLUB ESTATES — DRIVE EAST ON RAMON ROAD TO CITY LIMITS. — TURN LEFT AT SIGNBOARD  
TO OPEN MODELS. THERE YOU'LL BE GREETED BY THE OWNERS, MR. AND MRS. F. WALKER BOLTZ,

**California Dream Homes Co.**  
BUILDER - OWNER

## THE CALIFORNIA DREAM HOUSE



Since 1927 Start

With Four Pages

# Desert Sun Has Followed, Kept Pace with Growth of Desert Area

By R. F. GRAETTINGER

The story of the great growth and development of Palm Springs and the desert resort area is also the story of the continued great growth and expansion of The Desert Sun.

Established in 1927, The Desert Sun first appeared on the newsstands and reached the homes of Villagers and visitors on Aug. 5, that year. Since then it has never missed a publication date despite storms and other obstacles of the old days.

The first Desert Sun was small—but so was the Village. And, as Palm Springs grew, so did The Desert Sun.

THEN, PALM SPRINGS bore little resemblance to the Palm Springs of today. The Desert Inn was here, it had been for almost 20 years. There was no El Mirador, that was to come at the end of the same year. Many of the hotels of that day are gone and in their places, the handsome, modern hostilities of the Village of today.

At first there were Carl Barkow and Harvey Johnson, the owners, with Walter Johnson as editor and business manager. Johnson and Barkow owned the Banning Record and The Sun was printed in the shop of The Record at Banning. The little new paper, the first in the Village outside of some mimeographed sheets, covered all of the news of Palm Springs—although at times there wasn't much of that article here—and served the merchants of the then little community, filling a much-felt want.

THE OWNERS AND editor established an office here to service the advertisers and as a headquarters for news gathering. The copy was dispatched to Banning by whatever transportation means were available and the printed product was rushed back here for distribution. And that sometimes entailed trouble. For the sudden rains of summer and the heavy

storms of winter in the mountains on the other side of the Pass often dumped roaring floods into the channels which were not protected as they are now.

There was the time when the old road leading from Highway 99 down into Palm Springs was completely washed out by a flood down Whitewater channel. It was publication day. There were hundreds of copies of The Sun for that week in Banning. In Palm Springs were the readers awaiting that issue. In between was a wide mass of tumbling water. But Carl and Harold Barkow got the paper here.

TURNING UP AN OLD road to the Southern Pacific tracks, they drove across the ties on the trestle which had defied the floodwaters and at the first convenient spot, left the tracks again and plowed through the muddy desert until they reached the strip of oil which was Highway 111 and brought the papers here.

There were other times when getting the news and advertising copy to Banning to be set up and printed, also presented serious problems. But The Sun came out each week.

After Johnson's death, Barkow took over the sole responsibility of The Sun. He was assisted by his son, Harold, and the latter's wife in the gathering of news and advertising for the growing Palm Springs newspaper.

TOWARD THE END of the 30's, when Palm Springs, too, was beginning to show signs of becoming the great resort it now is, Roy Medley came on as editor. Medley later leased the Palm Springs Lighthouse from John and Priscilla Chaffey who had founded it a few years before, and left The Sun.

R. F. Graettinger, managing editor of The Daily Report at Ontario for many years, came to the Village to take over the editorship. Harold and Marcella Barkow continued as advertising and commercial printing manager and office manager respectively

while Graettinger handled all of the news.

When the war called Harold Barkow into the service his wife and the editor took over with Carl Barkow making twice-weekly trips to supervise the advertising. Then when Marcella Barkow moved to Fort MacArthur to be with her husband, Graettinger was in sole charge—classifieds, printing orders, news and bookkeeping.

THE SUN WAS STILL growing steadily and even despite the war years began to go "more than one run" each week. That is, the size of the paper went beyond the 8-page limitation of the press at Banning.

More members were needed on the staff. A regular advertising man was employed. Bill Rashall came on to assist in both the advertising department and with the news.

The Sun took over the leadership in the newspaper field in Palm Springs. There had been three newspapers here, then two and finally, that is a later paragraph, just one.

In its career here, many other newspapers had been planned, and magazines, too. They came—and then went.

But The Sun, like Old Man River, just rolled along. Unlike Old Man River, however, The Sun DID something. It stood for every event that meant progress for Palm Springs, for everything that it deemed for the best interests of the Village. It believed that as the Village grew, it would grow. And it did.

Early in the 40's, The Sun moved from its original office at 250 North Palm Canyon Drive to 363 North Palm Canyon Drive, next to the old city hall. There it remained for a few years when another move was made.

Oliver B. Jaynes had bought an interest in The Sun and plans were made for a new building in The Center which was just building up. But the lease on their quarters expired before the new building was even off the draughting board and for a while it looked as if The Sun would have no home.

But a room was rented in back of Charley Mathews' real estate office a few doors north and there the news department, which by then had expanded to take in Rashall along with Graettinger, went. The business and advertising offices moved to a location in The Center.

While all of the editorial and advertising work was done in the two offices here, the paper still was being printed in Banning.

That meant much travel, between the two offices several blocks apart in Palm Springs, and the mechanical department in Banning, 23 miles away.

WHEN THE SUN decided to go semi-weekly, having outgrown the weekly stage, the complications increased. The next move found the news room moved into an upstairs room in The Center, nearer the business office but still far from "the shop."

News and advertising were dispatched on Greyhound busses several times each day and on occasions when the envelope with important news matter and advertising was carried beyond its destination, there was consternation, much telephoning and automobile dashes to recover it in time for publication.

Every news story had to be written in duplicate—carbon copies—as a precaution against lost envelopes. This was all right to a point—but news items which were handed in already written and advertising copy, could not be replaced so quickly. But The Sun came out on time twice each week.

THEN JAYNES bought out the interests of Barkow and The Sun moved into its new building in The Center. New equipment, linotypes, type and other essentials to a good newspaper were installed. For the first time in its history, The Sun was composed and assembled in its own office in Palm Springs although for a long time it had maintained a large payroll here to add to the economy of Palm Springs.

The circulation became so large and the number of pages in each issue had so increased that the old press at Banning was outgrown.

The paper was "made up" in the new building in The Center, and all preparations up to the actual press work, done here. The paper was then sent to Riverside for printing on a fast rotary press there.

From a little 4-page paper in 1927, The Sun had become a 12 to 24, sometimes a 28-page newspaper.

IN THE MEANTIME, other changes were taking place in the newspaper field in Palm Springs. The Palm Springs News, which had discontinued publication in 1941, was taken over by The Lighthouse. The Lighthouse-News changed hands several times in the ensuing few years and was finally purchased by Belmont Sanchez. The physical equipment of The Lighthouse-News was sold and the paper was set up in The Sun office. The name was changed to The News. Later Sanchez sold out to Jaynes and Percy Whiteside, who had just sold a daily paper and weeklies in Central California, became associated with Jaynes in The Sun. The News was published on Mondays and The Sun on Thursdays.

Because of the great expansion of The Sun both in size and circulation, it became impossible to continue sending the paper to Riverside for the final printing and an 8-page perfecting press was installed. But this became too small soon, too.

ALL OF THE departments of The Sun were now housed in the new building in The Center. The commercial printing department was discontinued and the entire efforts of the growing staff were devoted to getting out the best newspaper possible. That they attained that goal was shown by the steady growth in circulation, business and prestige.

Whiteside acquired The Printery and left The Sun organization. Ward J. Risvold, who had purchased The Banning Record from Barkow, sold that newspaper and became a partner with Jaynes in The Sun in July, 1952.

On Dec. 1, 1952, The Sun and The News were merged and The Sun became the only newspaper in fact as well as name in Palm Springs. Expansion and growth continued at a rapid pace and discussion of "going daily" became more frequent.

IN 1955, GEORGE E. Cameron Jr. joined Jaynes and Risvold and in May, 1955, The Desert Sun Publishing Company was incorporated with Cameron as president. Risvold as publisher and Jaynes as editor. Jaynes retired in 1957.

In October, 1956, The Sun did become a daily. Additional linotypes, new type, a leased wire, feature services and a high speed modern 16-page press were installed. New equipment is being added steadily to keep pace.

The staff numbered in the dozens as compared to one back in 1943.

The move was made to keep The Sun abreast of and even ahead of the great growth of Palm Springs and the Desert resort area which it serves and covers like the other desert sun which made the Village a great resort.

With the ever-growing daily it soon became apparent that even the large quarters of The Sun were insufficient to meet the expansion and the entire downstairs portion of the building at the east end of The Center, plus the base-

See DESERT SUN, Page 1



PALM SPRINGS in 1921. The photo was taken from what is now Inspiration Point, overlooking O'Donnell Golf Course, toward the southeast of town. Looking closely, one can see a dirt road (about the middle of the photo), curving around to the east, which is today one of the most beautiful drives in America, Palm Canyon Drive. The cross in the foreground was at Inspiration Point, and



ONE OF THE OLDEST historical landmarks in Palm Springs today is a little home built many years ago for Cornelia White. Picture at left was taken in 1918 when it was used as a preserve cellar by Dr. Welwood Murray, and at right, after it was improved



upon as a home for one of Palm Springs' oldest residents, Miss White. Local people call the house—Miss White's Doll House, and today it still stands on her property at the corner of Tahquitz Drive and Indian Avenue. (Courtesy of Palm Springs Historical Society).

## DR. LOUIS SCHULMAN

### ANNOUNCES

The establishment of offices

For the Practice of

### GENERAL DENTISTRY

SUNAIR CENTER BUILDING

68-457 Highway 111

Palm Springs Heights

FAirview 8-1118



## One hour from now this man will receive \$8,000!

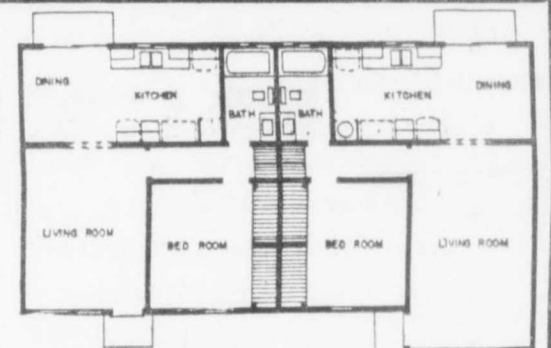
This week he applied for a business loan at Bank of America. He showed his records. Outlined his reasons for borrowing the money. Today he'll get the cash—the exact amount required.

This man could be you. Whether you need a loan or a checking account, the help of our Small Business Advisory Service or a safe deposit box, make Bank of America your banking headquarters.

**BANK OF AMERICA**

NATIONAL TRUST AND SAVINGS ASSOCIATION • MEMBER F.D.I.C.

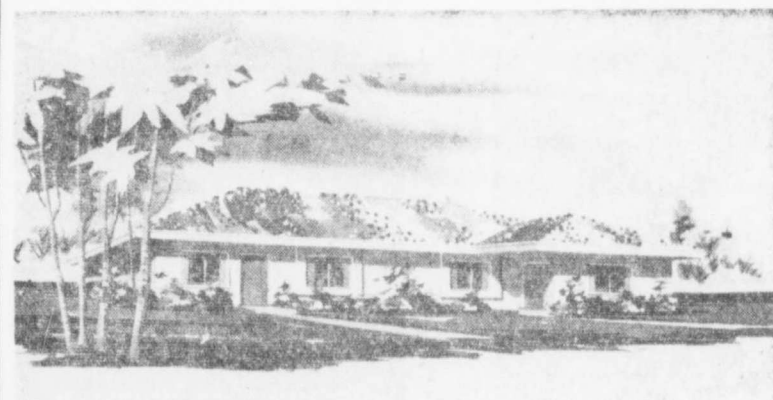
## Have You Seen the Latest?



FLAMINGO THE FABULOUS CREATION BY THOMPSON LUMBER CO. THAT'S A REAL MONEY GETTER!

# HOLIDAY HOMES

THE LATEST FROM THOMPSON LUMBER CO.



### Features:

- Genuine Lath & Plaster
- Famous Fenestral Aluminum
- Lifetime Formica Tops
- A Grade "American Standard" Bath Fixtures
- Normal Sewer or Septic Tank Installation
- Built by a Permanent Local Builder.

**\$71.00** Per Month

## FLAMINGO

1340 sq. ft. Built on Your Lot for Only

A FINE HOME PLUS INCOME PROPERTY TO MAKE YOUR PAYMENTS

OTHERS IN THE SERIES Built on Your Lot With 100% FINANCING

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TWO BEDROOM HOME BUILT ON YOUR LOT

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TWO BEDROOM AND DEN BUILT ON YOUR LOT

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FOR ONLY \$69.00 PER MONTH

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68-215 RAMON ROAD

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\*  
3 bedrooms  
2 baths!

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Highest quality,  
custom  
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1620 sq. ft.  
living area!



Ready now...5 custom homes!

## THE FINEST HOME VALUE IN THE PALM SPRINGS AREA!

\$1100 down • Full price \$24,750 • 25 year 1st Mortgage

**L**OCATED 12 miles from Palm Springs is one of the finest communities in America—Rancho Mirage. Its ideal climate...its proximity to the area's major golf clubs...its perfect location "in the heart of Southern California's fabulous desert playground"—have already accounted for the settlement in Rancho Mirage of many business and professional leaders.

You are cordially invited to visit our two model homes, beautifully furnished and decorated by Vee Nisley.

## Rancho Mirage EXECUTIVE HOMES

completely air conditioned

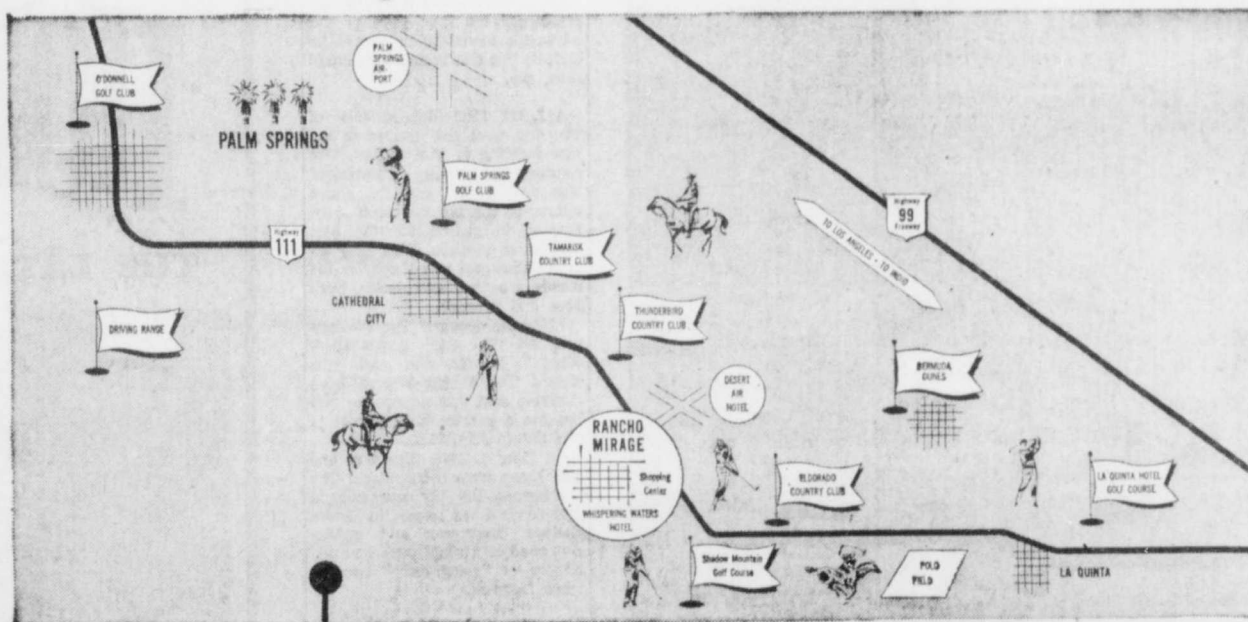
- \* Large, panoramic view lots!
- \* Built-in Wedgewood-Holly range, oven and hood. Color-coordinated!
- \* Garbage disposal!
- \* Two-car carport, with large extra storage area!
- \* Decorator-planned corner fireplace!
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- \* Exceptionally large tiled kitchen... plentiful hardwood cabinets!
- \* Generous overhangs!
- \* Built-in phone and TV outlets... convenient and practical!
- \* Many more deluxe features!



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GUARANTEEING EXCELLENT TV RECEPTION!



Featuring...YEAR 'ROUND COMFORT! ARKLA-SERVEL GAS REFRIGERATION AIR CONDITIONING...the finest air conditioning and heating unit available! Installation-engineered, serviced and warranted for 5 full years by Southern California Gas Company. Complete rock-wool insulation in every home!



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A DESSER AND GARFIELD CUSTOM DEVELOPMENT

Also ready for immediate occupancy...

5 luxurious custom-detailed homes—Ranch Style, Chinese Modern or Contemporary—complete with heated swimming pools, refrigerated air conditioning, landscaping and fencing...priced to \$39,500.

Magnificent homesites are also available. Terms arranged.

Elliott M. Caplow, Managing Director  
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# Angel View Hospital Progress Told

## Dormitory Campaign Started

DESERT HOT SPRINGS

—It was August 7, 1955, when a handful of philanthropically inclined citizens uncorked a hot mineral well and launched scores of crippled youngsters on a new path of recovery.

Today, the well still bubbles away at a healthy 138 degrees Fahrenheit, feeding a therapeutic pool that forms the nucleus for the rapidly advancing work of the Angel View Crippled Children's Foundation.

NOW SUPPORTED by warm-hearted residents from all parts of the desert area, the Foundation has created a modern, well-equipped out-patient clinic dedicated to the rehabilitation of crippled children from all parts of the nation.

Foundation leaders are now aiming for their biggest goal—a dormitory for their young patients. This building will make the Angel View Crippled Children's Clinic an institution capable of serving youngsters who now must painfully bide their time because they have no place to stay while they receive curative treatments.

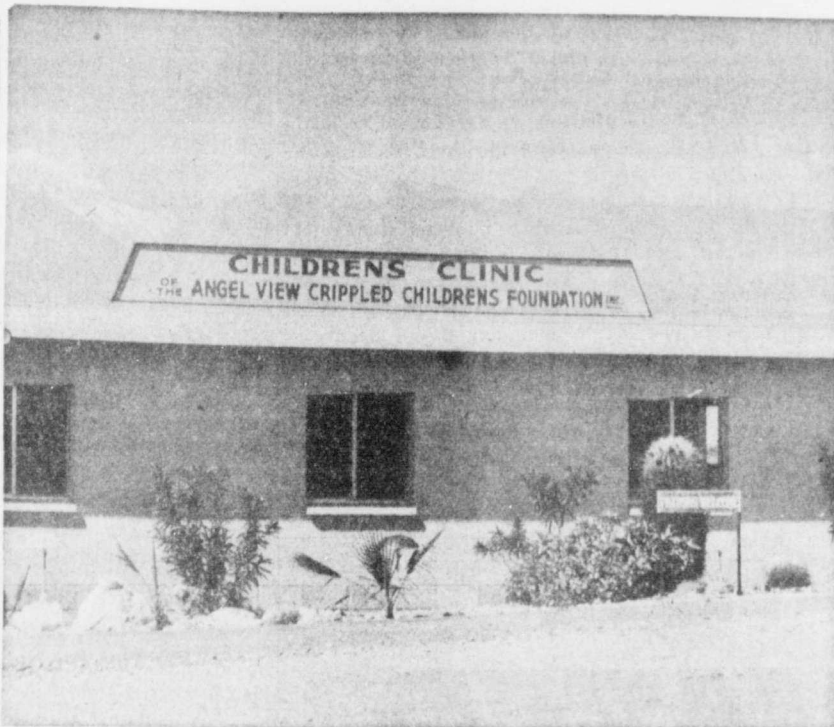
IT'S A PROJECT close to the hearts of those few Desert Hot Springs citizens who first opened this gateway to health.

It all started back in 1954, when Mr. and Mrs. L. S. Morgan and Mr. and Mrs. C. C. Covey decided to try and parlay the therapeutic value of natural hot mineral water into a new kind of children's clinic.

THE FOUNDATION'S work began on a 26½-acre site deeded to the group by Aubrey and Bonnie Wardman, of Whittier. The land, located at the corner of Pierson Boulevard and Miracle Hill Road, is the site of the hot mineral pool and the clinic building.

Soon after the well came in, the founders erected a small building and prepared plans for construction of the pool.

Nourished by funds collected through the non-profit foundation,



RISE ON A HILLTOP overlooking Desert Hot Springs is the new Angel View Crippled Children's Clinic. Erected through the efforts of a group of community leaders joined together in the Angel View Crippled Children's Foundation, this modern clinic boasts a therapeutic pool fed by natural hot springs and completely modern facilities dedicated to the rehabilitation of crippled children from all branches of society. The first stage of

the clinic began to take shape as the first phase of a hospital charged with the task of rehabilitating young victims of polio, rheumatoid arthritis and other crippling ailments.

DIRECTED BY Dr. Robert Blingham, prominent Riverside orthopedic surgeon, the clinic attracted parents from all parts of the nation.

Many youngsters, treated by clinic staff members, have regained their health and strength.

But many new patients are now unable to receive treatment, especially those who cannot provide their own living accommodations. Some youngsters, however, are fortunate enough to find room in private homes.

THE ANSWER TO the problem, is the dormitory, and the foundation's Desert Hot Springs Auxiliary—comprised of community women—carries a heavy portion

a proposed children's hospital, the clinic is built on land donated to the foundation by area pioneers. It was created through funds donated by desert area residents from all parts of the Coachella Valley. Foundation directors, supported by women's auxiliary units in Palm Springs and Desert Hot Springs, expect the AVCC to grow into a model institution for the rehabilitation of youngsters crippled by disease.

Support is always rapidly forthcoming.

Organized in 1955, the auxiliary is an important arm of the foundation, which is headed by President Sam Benton.

Fund-raising projects have reached all parts of the resort area and even into distant corners of the nation, via mailed brochures.

PALM SPRINGS, which energetically entered the Angel View picture with last year's Teen Angel contest, has organized its own auxiliary. (The contest, incidentally, added \$5,000 to clinic coffers.)

This Village group was formed after Mrs. Pearl McManus offer-

ed her Tennis Club as a meeting ground to further the cause of the auxiliary.

Headed by Mrs. Jack Copass, mother of 1958 Teen Angel Dianne Copass, the Palm Springs Auxiliary has added its own fund-raising programs to the foundation campaign.

Village businessmen were quick to meet the occasion.

CIRONE'S BIT of Italy restaurant inaugurated a program of annual clinic dinners. The first netted \$500 for the dormitory fund; and Cathedral City merchants pitched in to offer door prizes.

A Christmas dinner party was hosted at the Chi Chi by Mr. and Mrs. Irvin Schuman and Village Realtor Harold Hicks has provided a building for storage of materials used by auxiliary women in the manufacture of Angel View hats.

Fashioned by Villager Beverly Pretz, the hats are made by auxiliary women and sold for the benefit of the AVCC.

Many new programs are planned by both auxiliaries for the near future.

AUXILIARY MEMBERS will handle the Coca Cola concession for this year's Desert Circus parade, a "Pink Carnation Ball" is planned for fall at the Tennis Club and Whispering W-ters Hotel has offered a benefit dinner-dance.

Foundation officials, armed with the "compassion exemplified by the spontaneous response to the needs of this fine clinic," are optimistic.

They feel that the combined efforts of these many desert area residents will pay off in a hospital that will ultimately serve as a model for institutions devoted to the welfare and rehabilitation of all crippled children.

## 26 Scout Units Are Active Here

There are four Boy Scout troops, two Cub Packs and 20 Girl Scout troops in Palm Springs.



IN PALM SPRINGS anything can happen and usually does. With a large number of major developments currently under way each tries to outdo the other at groundbreaking ceremonies. Above is shown groundbreaking for a bank, with artificial snow brought in and a snowman built. Just last week a hotel groundbreaking featured a public cocktail party and buffet, along with entertainment.

## Model PLUMBING

- ★ Home of Prompt and Courteous Service
- ★ Home of National Known Trade Names

12 YEARS  
Of Service  
to Southern  
California's  
Plumbing  
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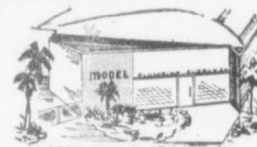
A Leading Name With  
the Largest Plumbing  
and Heating Stocks in  
Southern California...

WE ARE PROUD OF OUR PART IN  
PROGRESS AND RAPID DEVELOPMENT  
OF THE DESERT EMPIRE

Two Convenient Locations

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INDIO  
83-109 Lupine  
Phone Diamond 7-3492



**Model**  
PLUMBING SUPPLY CO.

WHOLESALE JOBBERS  
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# SIMSARIAN'S, Inc.

Palm Spring's Oldest and Largest Firm

Specializing in Heating, Plumbing

Air Conditioning

and Home Appliances

23 Years of Satisfactory  
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JOE EICHER  
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AIR CONDITIONING

And a most competent staff to serve you  
40 men and 23 trucks . . .  
means prompt, efficient service



APPLIANCES



MARTIN (Red) BURTON  
Office Manager



HARRY QUIRK  
Builders Sales



JACK MALONE  
Plumbing Manager



VICTOR HUNT  
Air Cond. & Refr. Mgr.



BESS MARCHAND  
Accountant

"IT'S THE SERVICE AFTER THAT COUNTS"

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# School Growth Easily Illustrates Progress

By AL LE ANCE

You can't have progress without education, and Palm Springs schools are today matching—stride for stride—the near-phenomenal growth of one of the nation's foremost resort areas.

Now following an expansion program carefully blueprinted through the next two years, school district officials can look back on a path of progress that clearly exemplifies the mushrooming existence of the community areas it encompasses.

**TODAY, THE SPRAWLING** Palm Springs Unified School District ranges from Rancho Mirage to Thousand Palms, through Desert Hot Springs to the outskirts of Cabazon.

It embraces all of Palm Springs and Cathedral City and touches on the pine-studded slopes of the San Jacintos.

Some 3,358 pupils attend classes, ranging from kindergarten through high school, in four elementary schools, one junior high and a high school.

**WHICH ALL ADDS** up to quite a vast educational plant, considering the less than humble beginnings of your present school system.

Schooltime, for Palm Springs, started back in the dusty days of 1893—March 7, to be exact—when the San Diego County Board of Education named Dr. Woodward Murray, Village pioneer, as the first trustee of the newly formed Desert School District.

The "district" involved one shaky (by today's standards) schoolhouse, nailed together by the Southern Pacific railroad.

**BUT A CENSUS** of the area did, indeed, indicate that a school was necessary for the (even then) growing population.

Potential students, according to records now yellowed with time, numbered "three male and five female white children and 11 female and two male Indian children."

Total assessed property evaluation of the school district then was \$235,275, including the properties of Southern Pacific, which was then the major enterprise here.

**TODAY'S ASSESSED** evaluation is now just a shade over \$100 million, which gives you a dollars-and-cents view of the school district growth in 65 short years.

Even the far-sighted founders of the district probably had no idea just how far their educational offspring would travel in such a historically short period of time.

Dusting off the first district record books, you'll find minutes of early school board meetings tracing the first stages of growth.

**THEY NOTED THAT** the district operated on a \$566 budget and hired a teacher, Miss Annie R. Noble, who was soon succeeded by John Clofston.

Clofston received the princely monthly sum of \$70 for his labors in the old frame schoolhouse.

They had bond elections in those days too. The first, for \$2,500 worth of bonds, was summarily postponed by a quirk in the early postal system. That was 1894.

In 1954, the school district authorized issuance of \$2,125,000 worth of bonds.

**BY THE END OF 1957**, school district property owners had voted another \$2,138,000 bond issue for the district's most ambitious building program to date.

The fruits of both programs are easily visible. Palm Springs High School now boasts 10 new, all-steel classrooms, a \$500,000 auditorium, a new music room and administration building, complete site development and new physical education facilities.

Six classrooms have been added to Nellie N. Coffman Junior High School and work is now underway on other junior high additions.

**ALL TOLD, MORE** than a score of classrooms, plus other functional units, have been added to district schools in the past two years.

But that's only the first part of an expansion program plotted to accommodate an estimated 5,000 students by 1960—less than a year away.

And school enrollment charts indicate that the forecast figure is far from being far-fetched.

Starting with 758 students in 1940, the Palm Springs Unified School District counted 1,193 in 1945. The figure jumped to 1,731 in 1947 and moved up to 1,969 by 1950.

**ENROLLMENT HIT** an all-time peak of 2,040 in 1956, but that record—and each succeeding enrollment record—tumbled as the years passed.

Building to keep pace with population growth, school officials erected Frances Stevens School in 1923. Cahulla School opened its doors in 1934 and, 1938, high school students who traveled to Banning were able to enter their first local high school.

**THE WAR PUT** a temporary restraining order on further school construction, but the educational boom continued in 1947 with opening of Katherine Finch School—named for the district's first superintendent.

Desert Hot Springs School was dedicated that same year, and Cielo Vista School—the district's newest—received its first pupils in 1956.

From Page 3, MORE ABOUT

## DESERT SUN GROWTH

ment, were acquired to house the organization.

**IT NOW SHARES** the larger quarters with Radio Station KDES which works in cooperation with The Sun to keep the people of the vast desert resort area informed and entertained.

Now in its 31st year, The Desert Sun has not achieved its steady and healthy growth by accident. During the years it has kept Palm Springs informed and entertained, it has also bent every effort to promote the best interests of the Village and to oppose that which it deemed was not desirable for Palm Springs.

Its constant endeavor, however, has been of the constructive side—backing worthwhile causes. From sidewalk benches, palm trees for the city's streets, wider streets, traffic safety measures, a continued battle to keep the Village appearance in keeping with its resort nature, improvements of all sorts, The Sun also played a great part, in fact, originated many projects for the betterment of Palm Springs.

**IT FOSTERED MANY** organizations here which are of benefit to the city, brought a hospital

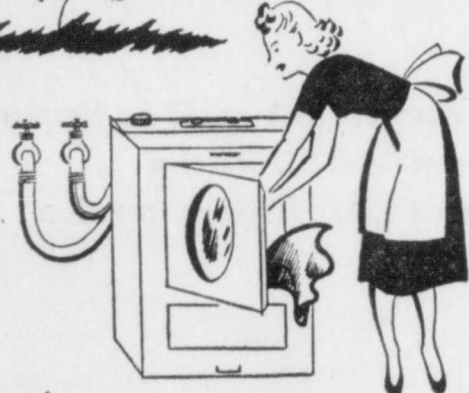
here in fact after it had been a subject of talk for 10 years; spurred the World Wars Memorial Building plan into action when the subject was first broached, fought for and brought a better telephone service to Palm Springs and environs, suggested and boosted for better highways to the Village, better transportation, adequate bridges, a solution for the Indian land problems, keeping in mind both the interests of the Agua Caliente band of Mission Indians and the Village, and backed and accomplished many other projects which made and are making Palm Springs live up to its reputation as the foremost winter resort.

The management is determined that the efforts of The Desert Sun along these lines will never end. They are determined that the best interests of Palm Springs shall always come first.

**THE DESERT SUN** knows that the great growth of Palm Springs in the past few years is just the beginning and that greater things are ahead. It will keep pace with this growth, even lead it.

And continue to cover the desert resort area just like that other desert sun which made the community the great resort it now is.

# What does RUNNING WATER bring ?



Running Water brings us health

And other things worth more than wealth.

Without it we would thirst and smell,

Our homes might burn or wouldn't sell.

It irrigates sweet peas and roses,

Washes necks and ears and noses;

At the movies cools the air

For the lovesick, spooning pair.

Running Water puts out fires,

Sprinkles the lawn and never tires;

Bathes the babe, his pants and gown;

Makes insurance rates go down.

Flushes toilets, fills the tub

For dirty clothes, aye, there's the rub;

Wets our whistles, keeps us clean,

Makes the vegetables green.

These things Running Water brings

Alike to common men and kings;

And so from birth clear to the end

Running Water is man's best friend.

## Palm Springs Water Company

HAROLD J. HICKS, President

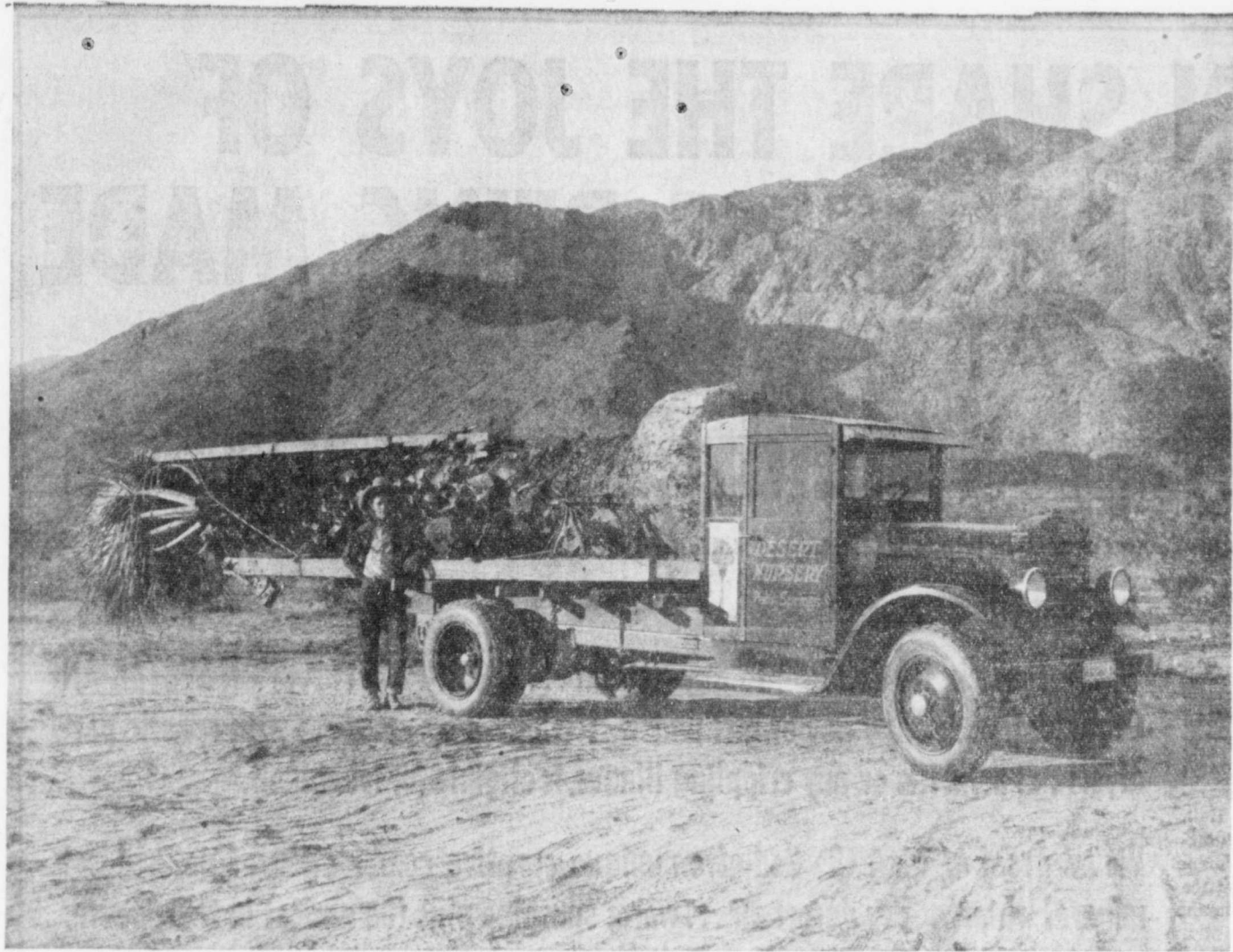
844 N. PALM CANYON DR.

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THE DESERT AREA has been widely used throughout the years for filming motion pictures — of all types and variety. Pioneertown is a favorite site for Westerns, and above is a scene from "The Big Fisherman," taken during filming at La Quinta last year.

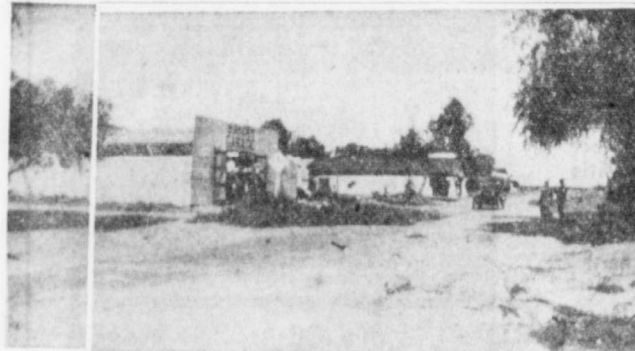




CITY OF PALMS, Palm Springs today is known throughout the world for its palm-lined Palm Canyon Drive, and in almost every yard of village home owners is at least one palm. Just about 45 years ago the first

imported palm tree was delivered to the residence of Mr. and Mrs. King Gillett in Tahquitz Estates. The man, shown with the tree above, was not identified,

but the tree was moved to the location by O. S. McKinney, owner of Desert Nursery. (Courtesy of Palm Springs Historical Society).



BUNKER'S GARAGE, an old landmark in early Palm Springs history, is pictured in two scenes above. The photo at left was taken in 1917 and shows Palm Can-



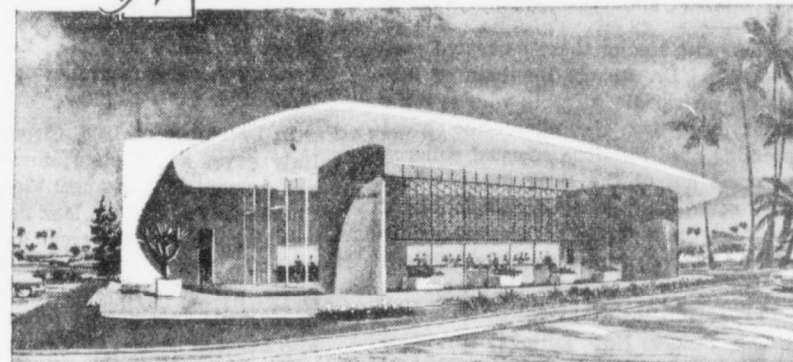
yon Drive looking north. The photo at right was taken several years later and shows the newer building after it was completed. Bunker's garage was located at the

intersection of Palm Canyon Drive and Andreas Road, where the Village Drug store and coffee shop are now located. (Courtesy of Palm Springs Historical Society).



AN INDIAN STANDS in front of the stage stop or blacksmith shop located on the east side of Palm Canyon Drive, near where the Bank of America now stands. The picture, taken in 1913 or 1914, is part of the collection belonging to the Palm Springs Historical Society. A few years back when this

building was torn down to make way for the new Fay Liebling Enterprises development there was much discussion as to what purpose the building served, and old timers said that it was either the stage line stop or the blacksmith shop—perhaps both.



Free Customer Parking

COMPLETION OF NEW BUILDING AT JUNCTION OF RAMON-PALM CANYON - INDIAN AVENUE EXPECTED BY SPRING 1959. Temporary Offices at 1095 So. Palm Canyon Drive OTHER OFFICES IN BEVERLY HILLS, LA MIRADA AND VENICE Member Federal Deposit Insurance Corporation

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Amy Nelson  
Culver Nichols

Philip Norton  
William Otto  
Albert Peck  
Mildred Potter  
Theresa Press  
Peter Sheptenko

Louis Venger  
Russell Wade  
Ralph Weinstein  
John Williams  
Robert Winslow  
Billy Wright



# YOU TOO CAN SHARE THE JOYS OF THE MIRACULOUS PROGRESS BEING MADE AT The Angel View Crippled Children's Foundation

So Named because of the Angel formed in the crevices of the San Jacinto Mountains and visible from most windows in the clinic

## The Angel View Story

By HELEN GRIMM

In 1954 the residents of Desert Hot Springs had a vision of establishing a clinic for the treatment of crippled children. Realizing the therapeutic value of the hot, invigorating water bubbling from nature's own wells, Mr. and Mrs. L. S. Morgan and Mr. and Mrs. C. C. Covey, founded Angel View Crippled Children's Foundation on 26½ acres of hot water land donated for the project by Aubrey and Bonnie Wardman of Whittier.

Foremost among these dedicated residents was Dr. Robert Bingham of Riverside, orthopedic surgeon, who saw the great need for the clinic—the great pressing need for little crippled children to come out of the smog areas, where they could breathe the dry warm air of the desert and where the endless supply of hot mineral waters could bring flowing life back to muscles that were lax and dormant.

The Desert Hot Springs Auxiliary was founded in March, 1955 and through the efforts of Fern Morgan, the local women became interested.

On August 7, 1955, a well was drilled and hot mineral water gushed forth at 138 degrees. A small building was built, then later came the all-important, health stimulating pool, the "out-patient" clinic opened its doors ministering to crippled children, regardless of race, color or creed. The Foundation was established as a non-profit organization, chartered to solicit funds and create a hospital charged with the task of rehabilitating young polio, rheumatoid arthritis, tubercular spines, etc.

As soon as the doors were opened parents brought their children, in some instances on pillows, and have seen them grow strong. The project now under consideration is building a dormitory to house the small patients who are living in private homes. The present arrangements of boarding the children "out" is not a satisfactory one.

During the past five years Desert Hot Springs has risen, en masse, to humanity's call. Under the able direction of Sam Benton, Foundation President and Dr. Robert Bingham, Medical Director along with a very able board, fund-raising projects have miraculously sprung up, mailing brochures have been sent all over our country and sponsors have been found for fund-raising events. (Dignitaries such as: Congressman John Phillips and Col. Shutter, who is Mgr. of Riverside Crippled Children's Foundation, pledged their support).

In December of 1958 Palm Springs residents began to take a special interest in this nearby institution which is doing so much for its little patients. This was the inevitable result of a Teen Angel Contest participated in by thirty-five teen-aged girls from Desert Hot Springs and Palm Springs and won by Dianne Copass. The purpose of the contest is to choose the "Teen Angel" of the year, the girl who can bring in the most money to be donated to the Foundation. The girls turned in over \$5,000. \$1,600 of this amount being turned in by the winner, Dianne Copass.

In December of 1958, a group of prominent Palm Springs women formed its own Auxiliary for the purpose of raising funds for the dormitory.

Palm Springs' first lady, Mrs. Pearl McManus, offered her famed Tennis Club to those who cared to meet there to further the interest of the Auxiliary. It was at the Tennis Club the Executive Board of the Palm Springs Auxiliary of the Angel View Crippled Children's Founda-

tion installed its members. Mmes. Jack Copass, President (and mother of the Teen Angel Contest winner); Bruno Di Grande, 1st V.P.; Frank Bogert, 2nd V.P. Martha Isaacson, recording secretary; Jeanette Lipsky, corresponding secretary; Irene Felker, treasurer; Mary Hall, historian; Jacob Kosble, parliamentarian; G. Harry Grimm, publicity chairman.

Members of the Executive Committee are: Mmes. Ray Lusby, Irwin Schuman, John Seamans, Ernie Dunlevie, with Mrs. Pearl McManus and Mrs. Zaddie Bunker as honorary counselors of the executive board.

In December of 1958, Crone's Bit of Italy gave, a 100-plate dinner benefit and donated \$500 to Angel View Crippled Children's Foundation. Mrs. Jack Copass was in charge of the event and Mr. Copass, the Master of Ceremonies. 28 door prizes, gorgeous flowers, fine entertainment made this a gala occasion which also honored Dianne Copass, contest winner. The merchants of Cathedral City were most responsive in their willingness to donate door prizes for this occasion. Mr. and Mrs. Cirone have offered to make this dinner an annual event.

Mr. and Mrs. Irwin Schuman, owners of the Chi Chi, gave a glamorous Christmas party last December in the Starlite Room for the clinic children, with Mrs. Schuman as hostess.

Irene Felker of Irene's Hair Fashions gave a luncheon in her shop donating free permanents and manicures.

For the past three years the A.V.C.C. Thrift Shop of Desert Hot Springs, has earned a name for itself as being the largest contributor towards the maintenance of the clinic. To see its popularity, one has only to visit the shop.

Some of the future plans include the activities of the "Teen Angel Teens". The girls will ride in Rodeo, Date Festival and Desert Circus parades advertising the Clinic.

The fashioning and marketing of attractive hats designed by Beverly Fretz. These hats and handbags will be fashioned or made by the Ladies of the Aux. in their "spare" time, trimmed in the traditional color of the clinic, Angel Pink, with pink carnations made by the little patients. Harold Hicks generously offered a building just south of the post office to be used as headquarters and storage space for materials used. The ladies of the Auxiliary or anyone interested may go there to devote time making these articles. It is intended that the handbags and hats shall become a "badge" of this worthy cause and the "Be an Angel" wording on the handbags shall become a symbol of the Clinic.

The Coca-Cola concession was obtained for the Desert Circus Parade this year, all proceeds going directly to the Foundation.

There is compassion in the heart of everyone as exemplified by the spontaneous response to the needs of this fine clinic. It warms the heart and awakens the desire to help, each in his own way, some innocent youngster to regain his courage, determination and faith. The true and wonderful story of children restored to health in the desert clinic can unfold before your very eyes—because seeing is believing—by driving the few miles from Palm Springs to the Foundation's doors. You can have the thrilling experience of actually seeing the fruits of your donations—viewing cheerfulness and even gaiety, where once in the lives of these little ones, there was only discouragement and despair.

Where there is NO CHARGE to any patient ... A NON-PROFIT ... NON SECTARIAN Organization ... Any boy or girl under 21 crippled by polio ... with spastic paralysis ... arthritis or any crippling illness, is eligible for treatment.

Visual proof of what the God-given unique curative combination of natural hot mineral water ... dry desert air ... warm sunshine plus the newest in therapeutic and medical treatment can accomplish ....

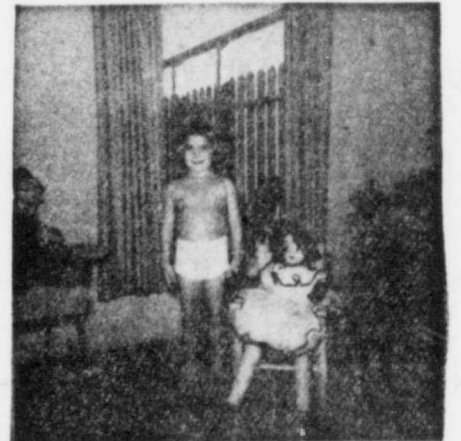


SUZY

Rheumatoid Arthritis

LEFT: November 1957  
Start of Treatment

RIGHT: 1 Year later.

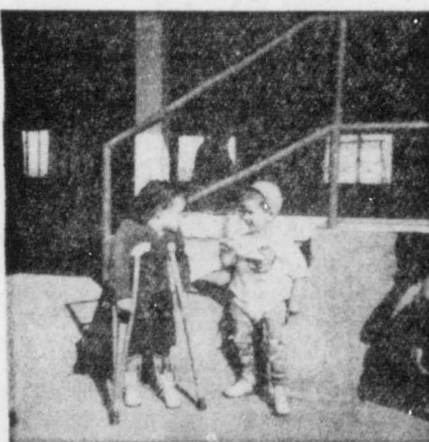


GARNET

LEFT: July 1957  
Rheumatoid Arthritis

Unable to stand or walk

RIGHT: February 1959  
Able to walk  
with crutches



DANNY

Post Polio

LEFT: In body cast and long leg braces with friend, Sherry, also a polio victim at clinic, February 1958.

RIGHT: February 1959  
On horse at home with brother, Kenny, without braces or cast.



## PLEASE NOTE!

AT THE PRESENT TIME THIS IS STRICTLY  
AN OUT-PATIENT CLINIC

Due to the limited housing facilities, contact the Angel View Crippled Children's Foundation, Inc., Desert Hot Springs, California, for further detailed information and advice as our facilities are limited at present.

Make all checks payable and send to:

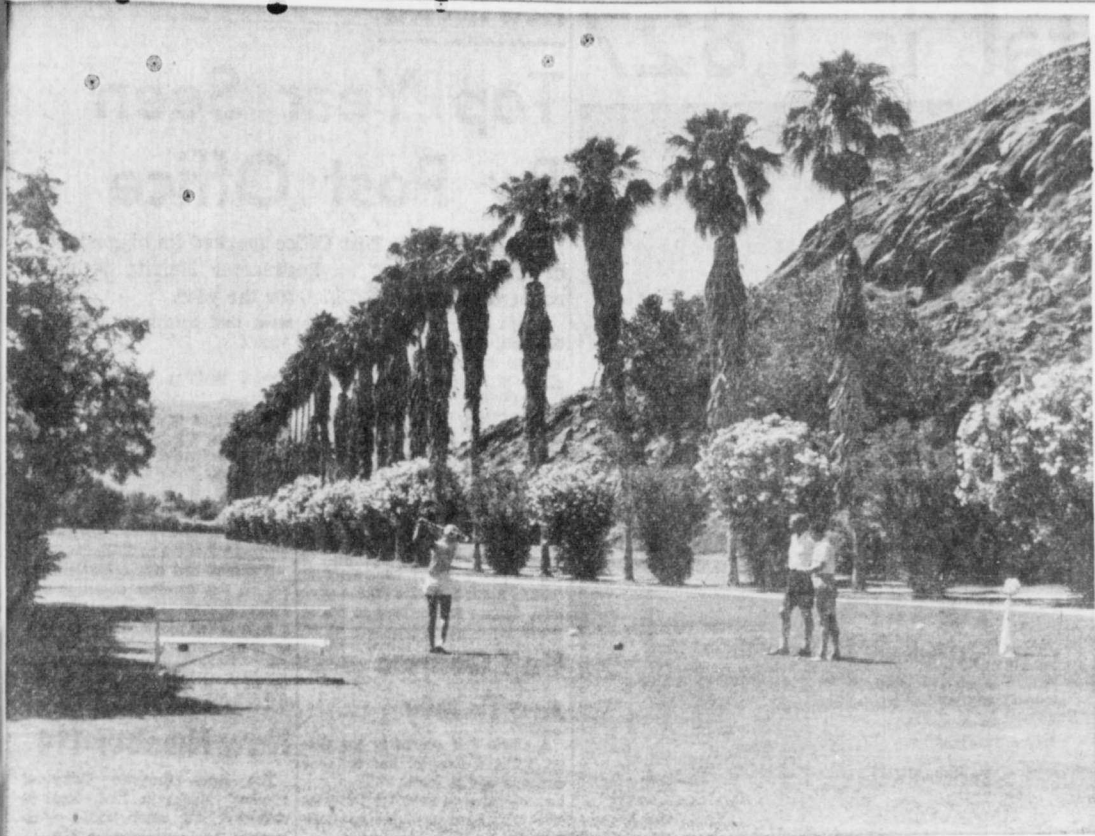
ANGEL VIEW CRIPPLED  
CHILDREN'S FOUNDATION, Inc.  
12-379 Miracle Hill Road  
Desert Hot Springs, California

I am enclosing check or money order.....  
Send brochures of the true story of children restored to health in the desert that I may give to my friends.

Name.....

Address.....





WINTER GOLF CAPITAL OF THE WORLD, the Palm Springs area excels in having the finest golf facilities anywhere. Dedicated to fun and relaxation, the area's golf courses, which within a year will number an even dozen, allow the maximum in fun and relaxation.

The above photo was taken at the O'Donnell Golf Course, the area's first golf facility. O'Donnell is located in downtown Palm Springs, is 9-hole, and golfers play around the bottom of the San Jacinto foothills.

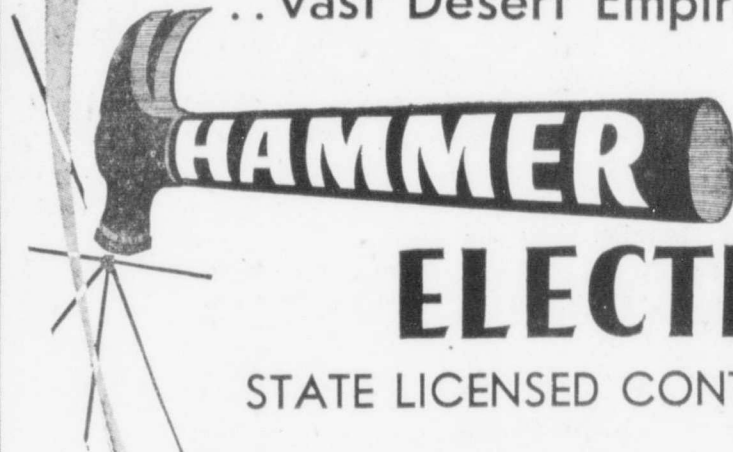


ON CATHEDRAL CITY'S MAIN STREET, traffic flows through the unincorporated community to Thunderbird, Rancho Mirage, Palm Desert, La Quinta and Indio. The street is particularly known as

the gateway to the Coachella Valley date gardens. Although incorporation has many times been spoken of, it is today one of the largest unincorporated communities in the desert area. (Sun Photo)

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Of Progress

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of the fabulous  
development of the  
.. vast Desert Empire"



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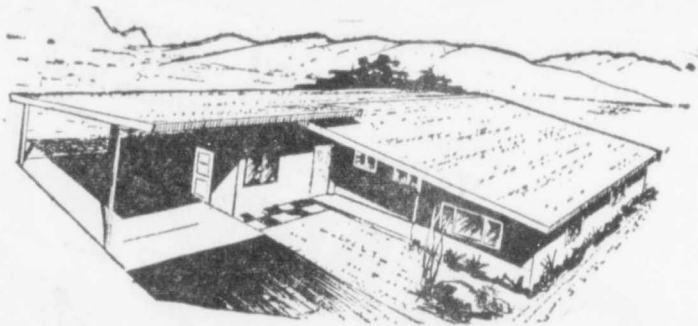
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"WE BUILD ON YOUR OWN LOT NOW"

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# Pools Everywhere Here—Total is 1,827

## Rate Per Capita Highest

No one seems to know exactly who took the first Village plunge, but Palm Springs swimmers today splash around in more swimming pools per capita than any other citizens of this watery world.

Some pools are kidney-shaped, others are round, square, oblong and heart-shaped—and one is even molded in the shape of a piano (guess whose)—but they're all wet and generally colorful, in true desert resort fashion.

**HOW MANY POOLS?** Well, if anyone ever pulled their collective stoppers, Palm Springs would be inundated by a chlorinated flood pouring from 1,827 swimming pools.

Which means (figuring a permanent, year-round population of 15,000 citizens) that you'll find a scant 8.21 swimmers apportioned for each and every splasharena located within the city limits.

**NATURALLY, SWIMMING** is a favorite pastime in this ultra-fashionable resort city, even for residents with dry land lots. Most poolless paddlers can always find a spot for family dunking.

But, there was a time in Palm Springs history when swimming pools were non-existent and bath-tubs were considered the utmost in luxury.

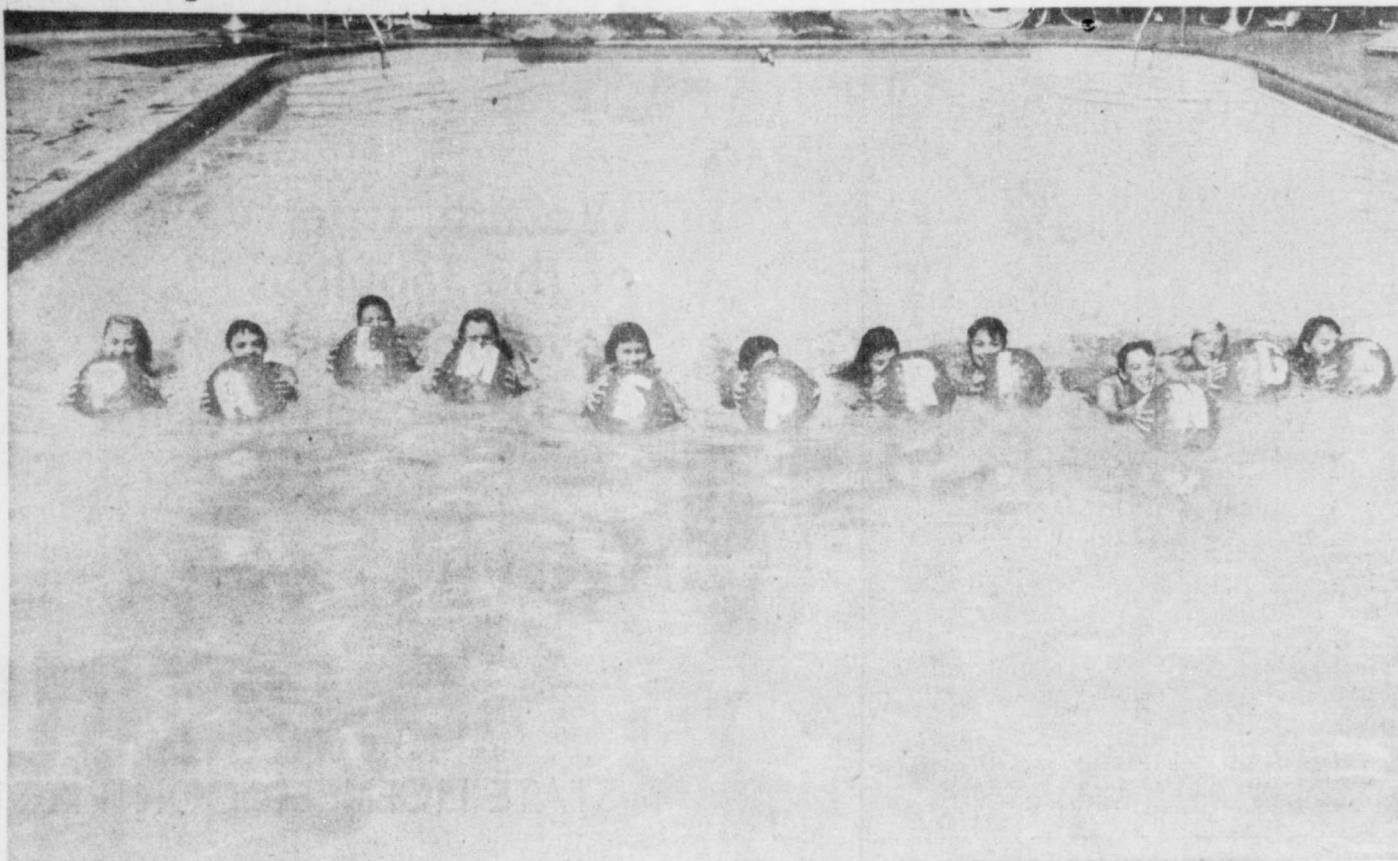
Even oldtimers here aren't sure who put in the first pool, or where the first Village swimatorium was located.

**TED McKINNEY** recalls how youngsters used to paddle around in Tahquitz Canyon pools, but they weren't the man-made variety.

Someone else recollected that a "big, raised pool" existed on the Smoke Tree Ranch property back in 1917. It was supposedly fed by a huge, old water tank.

Jimmy Cooper claims that an early resort resident carved a huge pool into the rocky slopes of upper Araby (in the early 1920's).

But the pool was never filled because the pool builder apparently never reached a suitable agreement with a private well owner in the area to supply the necessary water.



**SWIMMING ANYONE?** Well, swimming has become a synonym for Palm Springs along with golf and sunshine—and almost any other kind of recreation desired. Palm Springs claims the title of Winter Golf Capital of the World, and there is no doubt about its status as the Swimming Pool Capital. Above, the Palm Springs Debs point out this fact in cool language.

**ANOTHER EARLY** pool was uncovered when excavations were started for the new Oasis building. Apparently covered by its own er, the pool was believed one of the first in the city.

Similar evidence of an early swimming pool, crumbling concrete walls and foundations, were found when the present Safeway building went up.

Of course, the mammoth Desert Inn swimming pool was one of the first hotel pools, as was the fabulous Tennis Club pool—"the most photographed swimming pool in the world," according to Cooper and Mrs. Pearl McManus.

**THIS PALATIAL** pool is framed by natural rock and palm trees in a setting that easily marks it as the resort's most beautiful pool.

It's still a mystery as to who built the first swimming pool for a private home—oldtimers can wrangle that one out for themselves.

City records, scanned by Building Department Clerk Barbara Bruton, only go back as far as 1951, so far as swimming pools are concerned.

The city started a running account of pools in July, 1951, with an estimate of 531 pools in existence of that time.

### Cahuilla Indians Here Long Ago

Prior to the advent of the white man into the desert a peaceful, hardworking group of Indians belonging to the Shoshonian linguistic family lived in the Canyons and around the Mineral Springs which is situated in the heart of Palm Springs.

Known as the Cahuilla Indians, they were separated into two bands, the Agua Caliente (Palm Springs), who were called the Desert Cahuilla, and those living further west, the Pass Cahuilla.

December, 1957, and shot up to 1,762 by the end of 1958.

Mrs. Bruton said 59 more were added during the first two months of 1959, bringing the current total to 1,827.

Today, pools are built a score at a time in subdivisions springing up all over the city.

**THEY COME IN** all sizes and shapes. Some are fanciful, others are fantastic and most are just plain comfortable.

You can buy them for prices ranging from a low of about \$2,000 to a high of—well, let your pocket-book be your guide.

### Two Airlines Serve Village

Palm Springs, served by two major airlines, Bonanza and Western, have excellent facilities for both charter and private planes. Two runways, measure 7,000 feet and 6,000 feet, at an elevation of 420 feet.

Some are really unusual, like the glamorous pool that swirls into the living room of designer Raymond Loewy's hillside home.

But while it is nice to springboard from your boudoir into your hearthside pool, a layout like this has its disadvantages.

**LOEWY** recalls that his home was once burglarized by thieves who literally swam in while the Loewys were vacationing elsewhere.

The answer to this, of course, is to drop a few man-eating sharks in the pool when you take off for the summer.

### Village Hotels Now Number 336

Within the City Limits of Palm Springs there are a total of 336 hotels, which can house more than 10,000 persons.

### Man-Made Lakes Popular Here

The desert area, between Palm Springs and Indio, has a total of 12 man-made lakes on golf and subdivision developments.

## New Record

## Top Year Seen By Post Office

Palm Springs Post Office marked its biggest year of progress in 1958 as Postmaster Merritt Williams counted receipts of \$325,780 for the year.

It was easily a record year for Williams, who today recalled that receipts for the first year of operation—1927—were a scant \$5,971.

**WILLIAMS, A LETTER** sorter for the first Village postal station, pointed out that the Palm Springs Post Office now boasts 56 employees, a fleet of mail trucks and carrier service to points as distant as Palm Springs Oasis, north of the city limits.

Last year's postal business represents a substantial increase over 1957, despite an increase in postal

rates that became effective last August.

**THE POSTAL HIKE** accounts for about \$20,000 of the 1958 total, but Williams pointed out that the balance is still well above the \$232,960 collected as postal revenue in 1957.

Pointing up postal growth in the last decade, Williams recalled that postal receipts were \$137,161 in 1950 and \$241,095 in 1955.

Williams and city officials alike regard this as clear evidence that Palm Springs is progressing at a rate never matched by any other desert city.

## Golf Courses Are Thirsty

A single golf course in the desert takes a total of between one and one and a fourth million gallons of water to keep the fairways and greens watered in the summer time.

## Tribal Members Now Number 114

The Agua Caliente Tribe of Mission Indians in 1955 had 89 members, but today tribal membership has increased to 114.

from

**Brookside DAIRY**

TO YOU . . .

Wherever you are . . . the courteous Brookside drivers bring you the vital nourishments of today. Faithfully dedicated to your better health, he makes his deliveries day after day.

A friendly fellow of the family, with an important service to perform, the city, the community, the home, depend upon the driver delivery man.

**BROOKSIDE DAIRY**  
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"MORE THAN 470 QUALITY HOMES FOR THE DEVELOPMENT AND PROGRESS OF THE DESERT EMPIRE"  
... BUILT AS AN INDIVIDUAL ENTERPRISE BY ...

# JACK MEISELMAN

## See Furnished Model Chino Palms Estates

Located at  
1820 NORTH VIA MIRALESTE

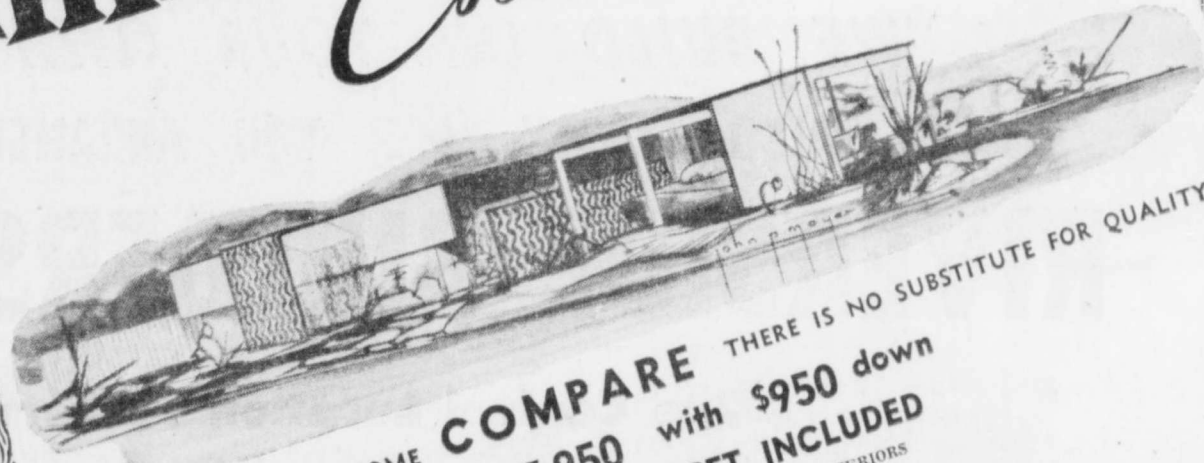
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- AMERICAN STANDARD BATHROOM FIXTURES and FITTINGS
- MORE THAN ADEQUATE SILENT HEATING and COOLING
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- TAPPAN OVEN and RANGE
- COMPLETELY FENCED YARD and PLAY AREA
- SPACIOUS STORAGE AREA
- PLASTIC SKY DOME IN KITCHEN
- DISPOSAL - BUILT-IN OVEN AND RANGE
- BOTH BATHROOMS HAVE OUTSIDE WINDOWS
- CURBS—GUTTERS and PAVED STREETS
- SEWERS IN AND PAID FOR
- GENUINE LATH AND PLASTER THROUGHOUT HOME

Another **JACK MEISELMAN ENTERPRISE**  
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Estates Custom Quality Homes



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priced from \$17,950 with \$950 down  
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| <b>King's View Trailer Park</b><br>Pool, Children O.K.<br>LULU and CARL KING, Owners<br>P. O. Box 648 69-028 Highway 111<br>Cathedral City FA 8-3253               | <b>BING CROSBY'S<br/>Blue Skies Trailer Village</b><br>Recreation Hall, Pool, Shuffleboard<br>MR. and MRS. REX THOMPSON, Managers<br>Highway 111, Cathedral City FA 8-2600            | <b>Smoke Tree Trailer Park</b><br>BUD SOUTHERN, Manager<br>LEE HEINES, Owner<br>151 N. El Segundo, Palm Springs FA 4-9033   | <b>Beckley's Trailer Park</b><br>Pool, Recreation Hall, Shuffleboard<br>BARBARA BARNES, Manager<br>67-500 Highway 111, Palm Springs FA 8-9018   |
| <b>Desert Hills Trailer Park</b><br>4-Star Rating, Heated Pool<br>Shuffleboard, Terraced Spaces<br>67-751 Highway 111, Palm Springs FA 8-2758                      | <b>Tramview Trailer Park</b><br>Recreation Hall, Shuffleboard<br>Planned Recreation, Dancing<br>ERNIE and FLORENCE MEADOWS,<br>Managers<br>67-920 Highway 111, Palm Springs FA 8-2744 | <b>Sun Town Palm Springs<br/>Deluxe Trailer Park</b><br>Recreation Hall, Pool, Shuffleboard<br>DAVID CROMWELL, Manager<br>P. O. Box 995, Cathedral City FA 8-2339                           | <b>McKinney's Palm Canyon<br/>Trailer Park</b><br>MRS. R. M. MCKINNEY, Owner<br>634 S. Palm Canyon Dr., Palm Springs FA 4-2304  |
| <b>Box T Trailer Ranch</b><br>Recreation Hall, Pool, Shuffleboard<br>ROBERT F. BERGER, Owner<br>915 B St., Cathedral City FA 8-3009                                | <b>TRAILER RALLY</b><br>COMPLIMENTS OF ANNUAL<br>PALM SPRINGS TRAILER RALLY<br>ASSOCIATION<br>Polo Grounds, Palm Springs, Oct. 23-24-25   |   |   |
| <b>Trailer Coach Equipment Co.</b><br>Complete Trailer Supplies<br>Repairs, Propane<br>67-853 Highway 111, Cathedral City FA 8-2509                                | RIGHT: Mobile home in Winter setting of<br>green grass and flowers. Typical of relaxed<br>living in the land of SUN and FUN.  |   |   |

## Trailer Life Found Ideal In Desert

35 Parks Now  
In Operation Here,  
More Are Planned

By VOLLIE TRIPP

In this area about 6,000 people live in mobile homes, during the fall, winter and spring months. This is the oldest, largest and best organized mobile community in the West. At the present time there are 35 parks in this area, with others in process of construction, or contemplated.

Mobile living is a significant sociological phenomena. During the year 1968, approximately one tenth of all homes built were of the "mobile" variety. Public acceptance of this mode of living, already widespread, is bound to increase further.

MOBILE LIVING ties in with the needs of an ever growing retired, or semi-retired class. In other communities, skilled migrant workers have found in the trailer, or "home on wheels" an answer to their peculiar housing problems.

From the beginning, Palm Springs and the desert lying on three sides, offered unusual advantages for this kind of living. This community has always been synonymous with recreation, play, rest, relaxation, and the realization of a cultured, genteel way of life. The bright clean skies, warm sunshine, good pure water, and distance from big towns, were the "precious ingredients" for a resort community.

THE LUXURIOUS hotels, dining places, exotic shops, pools and golf courses, have attracted celebrities and people of note from the world over. It was but natural that the trailer parks here should conform, as near as possible, to the original concept and tempo established here.

Practically all the parks in this section stress recreation in some form. Many of the parks have well organized and directed programs. At least one employs a full time recreation director. Nearly all of the parks have their own heated pools, besides well appointed recreation buildings.

THE WORD "recreation" needs defining. Much of this recreation, so-called, is really creative activities, as hand crafts, rock cutting and polishing, art studies, photography, and classes in creative writing. The rest is intended for pure fun, the square dances, shuffle board tournaments, swimming parties, and the like.

So, no matter what form your desires may take, there is something for you, in these Palm Springs area mobile home parks. You can climb mountains, search the desert for lost mines or just sit in the sun and get a tan.

MOST OF THE parks in Desert Hot Springs have natural hot mineral water. Many find in these pools relief from various ailments. But in all of our desert parks, from the most modest, to the most luxurious, you will find wonderful living conditions, with an opportunity to participate and share in the cultural life of this unique resort city.

Our desert parks attempt to share in the problems, as well as the advantages offered by their respective centers. Unusually fine relations prevail between the parks, the tenants and all other classes and interests of the city. Park dwellers are notoriously law abiding citizens. They spend about a million dollars a month here, during the season.

While many park dwellers leave here for cooler climates, during summer, an increasing number are staying over, as air conditioning becomes more efficient. It is suggested you try mobile living in beautiful exotic friendly Palm Springs. We dare say 6,000 people could be wrong. But, in this case they're about as right as people, free to go and live where they wish, can possibly be.

THIS FALL, the Palm Springs Area Parks will sponsor their ninth big Trailer Rally and Free Show. These rallies have grown from a few visiting trailers to important events, attracting hundreds of trailer visitors, and many thousands of people.

Each year the program has been enlarged, improved and become more varied. The purpose is to acquaint more people with the many advantages of mobile living in this desert community.

Plans for the 1969 Rally, Oct. 23-24-25, are now being laid.

Last year the Rally Committee gave away a new 18 foot Jewel travel trailer, plus many other valuable gifts. Visiting trailers will be parked on grass, with water and electricity. For details and reservations, write to Palm Springs Trailer Rally, Box 1433, Palm Springs, Calif.



## March to Do It\*

# Palm Springs Building Near \$100 Million Mark Since 1938 Incorporation

If you happen to have some spare change rattling around your bank vault, you might be able to replace most every building in Palm Springs for a neat \$100 million.

But that's only if you're lucky enough to buy these sunlit structures at their original cost.

Because, since its incorporation in 1938, Palm Springs has tabulated just a shade under \$100 million worth of construction—which makes this just about the building city in the desert area.

**TOTAL BUILDING** figures from 1938 through the first two months of 1959 computed by the City Building Department, show that Village construction men have added \$99,869,604 worth of new buildings to the city.

City officials expect this month's building pace to shatter the magic \$100 million mark as Palm Springs rides the crest of an unprecedented, three-year building boom.

Slightly more than one-third of

the 21-year total was registered during the busy building years of 1956, 1957 and 1958, when new construction tallied \$37,875,550.

**LAST YEAR'S** construction hit \$12,041,586, second only to the record \$13,939,434 recorded for 1956.

As a new city in 1938, Palm Springs started off with a building year that barely passed the quarter-million dollar mark. But that was only the beginning.

The budding Village rapidly gathered momentum the following year, slipping past the half-million mark for two successive years.

PAUSING FOR a slight inter-

ruption—World War II—the city's construction pace jumped past the \$1 million mark in 1945.

From then on the story's been the same—each year established a new building record.

And, almost without exception, each succeeding year smashed the previous record.

**THE BIG YEAR** was 1956 when Village building shot past the \$10 million line on the city's growth graphs and hovered at a point just below the \$14 million level at the year's end.

The city's growth pattern is clearly established in yearly building evaluation totals tabulated by the City Building Department.

Here's a year-by-year account of how your city has grown into the lush resort center of today:

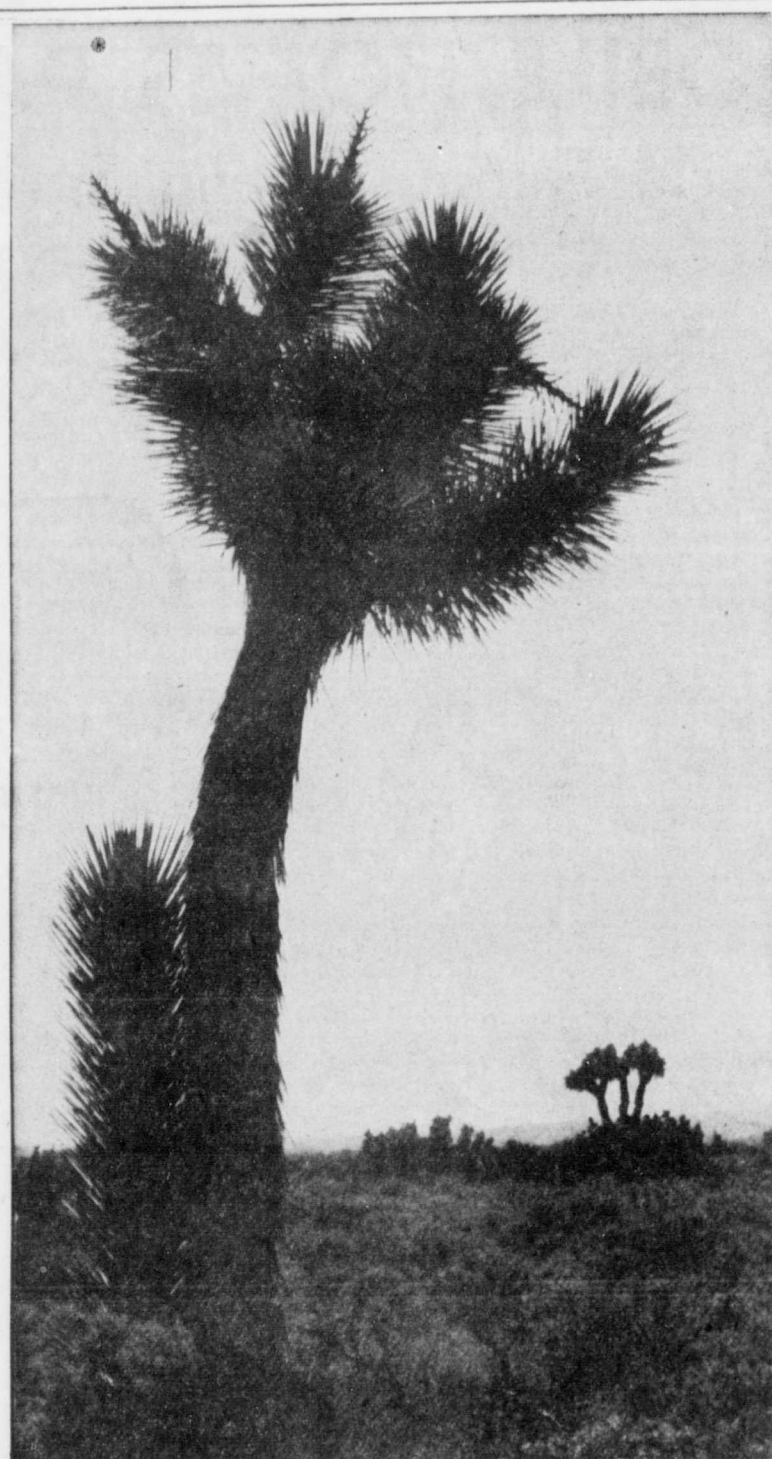
1939—\$354,572  
1940—\$545,085  
1941—\$510,774  
1942—\$82,247  
1943—\$58,533  
1944—\$164,174  
1945—\$1,893,593  
1946—\$6,680,330  
1947—\$6,661,154  
1948—\$5,156,037  
1949—\$2,345,740  
1950—\$4,482,486  
1951—\$5,905,014  
1952—\$5,445,746  
1953—\$3,843,457  
1954—\$5,474,737  
1955—\$9,803,862  
1956—\$13,939,434  
1957—\$11,894,530  
1958—\$12,041,586  
1959 (First 2 months) \$2,211,461

## Tahquitz Falls Proves Popular

Famed Tahquitz Falls in Tahquitz Canyon, which starts in downtown Palm Springs and runs between sheer towering walls, is a paradise for visitors. A location for many movie companies, the falls played an important part in the production of the all time great "Lost Horizon."

**JOSHUA TREE** in reality a member of the yucca family of desert plants, is the insignia of the High Desert area to the north of the Coachella Valley. Thousands of persons visit the Joshua Tree National Park during the time of year (spring)

that the Joshua trees go into full bloom. They sometimes grow to a height of 25 feet, have short leaves and greenish-white flowers. Few if any Joshua trees are seen in the Coachella Valley, except in gardens under private cultivation.



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906 Sq. Ft.—Garage Optional

**Trio 3 Bedroom \$6,695<sup>00</sup>**

1118 Sq. Ft.—12x20 Garage Included

**Quartet 4 Bedroom \$7,755<sup>00</sup>**

1355 Sq. Ft.—2 Full Baths

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# The Desert Sun

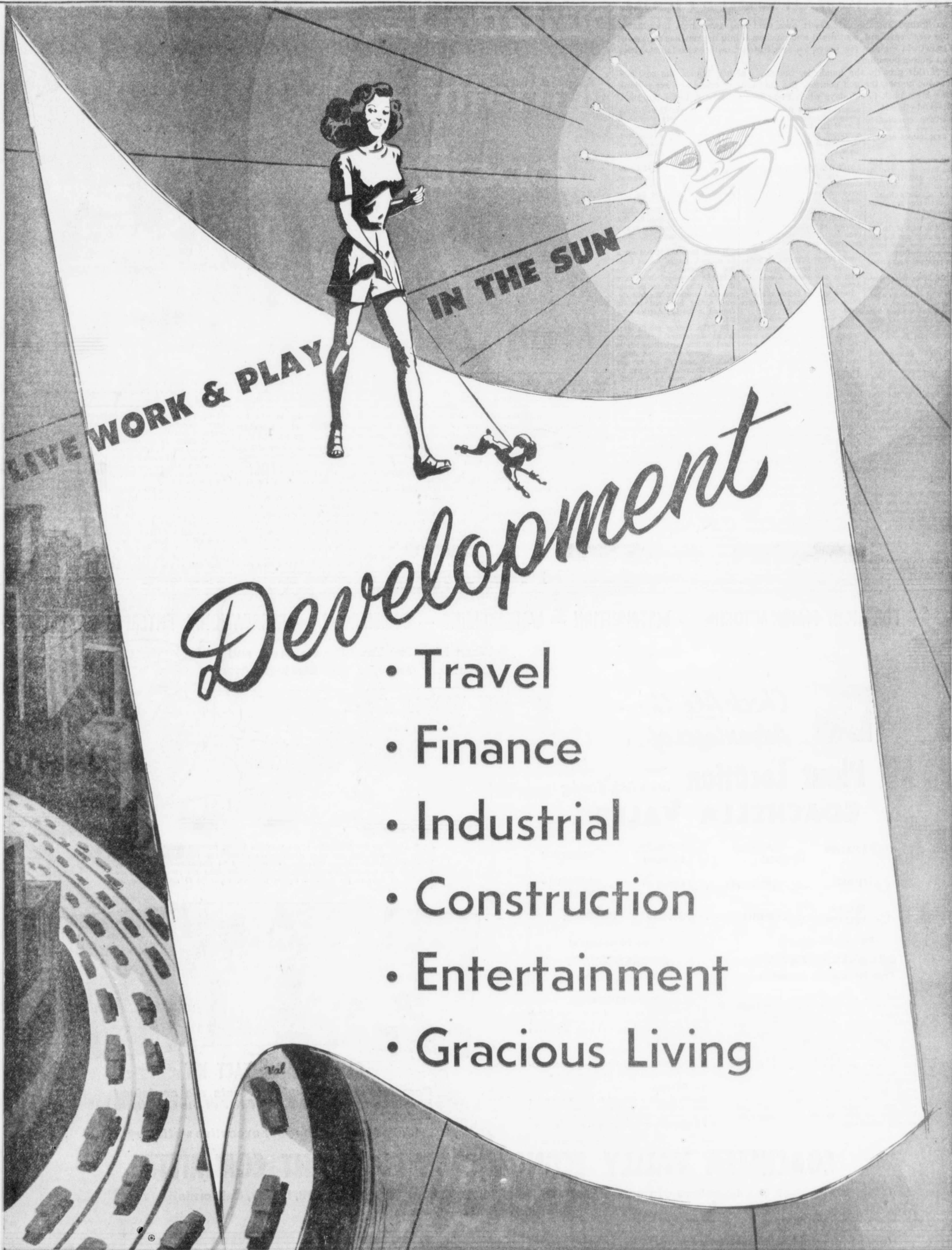
DESERT  
PROGRESS  
EDITION

VOL. XXXII, NO. 176

The Desert Sun, Palm Springs, California Friday, March 27, 1959

PHONE FA 5-5005

Single Copy 20c



## Development

- Travel
- Finance
- Industrial
- Construction
- Entertainment
- Gracious Living



# Desert Growth Continually Gains Momentum

## Reasons Can Be Traced To Indian Term for Area, 'The Hollow of God's Hand'

Palm Springs and the vast desert area stretching away from the granite walls to the west, eastward, southward and northward into the sun, has shown an amazing growth in the past few years, an accelerated growth which is now picking up even more momentum.

All of this growth, the hundreds, thousands of new homes, the new hotels, apartment houses, the golf courses, the multitude of other new recreational facilities, stem back to the days when there was little here. Little but sand and brush—and climate.

This remarkable growth finds its causes far back into the old days. And those causes are still here.

**THEY ARE WHAT** prompted the Indians who once were sole inhabitants of this area to call it: "La Palma de la Mano de Dios." The Hollow of God's Hand. The first settlers here knew what the Indians meant.

**THE EARLY PAGES** of the history of Palm Springs and the surrounding desert area are sometimes clouded by conflicting records but the principal story stands out.

The healthful living, the protected nook in the hollow of the mountain barriers west and south which barred inclement weather.

The first settlers realized this. It took a little while for the word to spread. But when it did, this area took on its real growth.

**THERE IS SOME** dispute about the first white man to see what is now the best-known, healthiest, most recreational desert area.

It is generally accepted that Captain De Anza was the first from the outside world to traverse this area. And it is known that in 1833, Lt. R. S. Williamson of the U.S. Army and William F. Blake, government geologist, cut a wagon road through San Geronimo Pass and discovered a bubbling, hot mineral springs in the sandy waste of what is now the heart of Palm Springs.

**THE SURVEY WAS** completed two years later and on the first maps, the area was named the Colorado Desert after the river which wound through it to the east.

Nothing much happened for several years until 1872 when the Bradshaw Stage Co. made the

mineral springs a stop on its line between Phoenix and Los Angeles. Then in 1877 the Southern Pacific completed its Los Angeles-Yuma line which in 1881 was linked with the east.

**THE DESERT** was on its way. To encourage railroad building, Congress had given all odd-numbered sections for ten miles on either side of the Southern Pacific to the company. Then, in 1876, President Grant signed a bill withdrawing all even-numbered sections from public sale for Indian reservation use.

**THE FIRST SCHOOL**, for Indian children, had been established on what is now Indian Avenue and Arenas Road.

There was an Indian village in Palm Canyon about three miles south, on Section 35.

Only Whitewater Canyon had an official name at that time, Palm Canyon, Tahquitz and Chino were put on the maps later. There were few wagon roads. One came in from Banning, northwest, another led south into Palm Canyon and the Indian Village of Rincon, another headed north to Seven Palms (Garnet) and one east across the reservation toward the Colorado River.

**THE BIG DATE** in the area's history, however, and the real start of the present Palm Springs was 1884.

That's when Judge John Guthrie McCallum came here seeking a healthy spot for his son. He liked what he saw and moved his family here, the first permanent white residents of the area.

He purchased several sections and portions of sections from the Southern Pacific and built a home.

**THESE FIRST DEEDS**, recorded in San Diego, bear some famous names in California history.

one of which was Charles Crocker. The deeds were recorded in San Diego for Agua Caliente, as it was called, was in San Diego County. Riverside County was not carved from San Diego County until 1893.

Some historians say, however, that while these were the biggest, up to that time, and the most important, they were not the first really deals here.

In 1860, an Indian, Pedro Chino, sold his ranch between the Hot Springs and the mountains to two San Bernardino men.

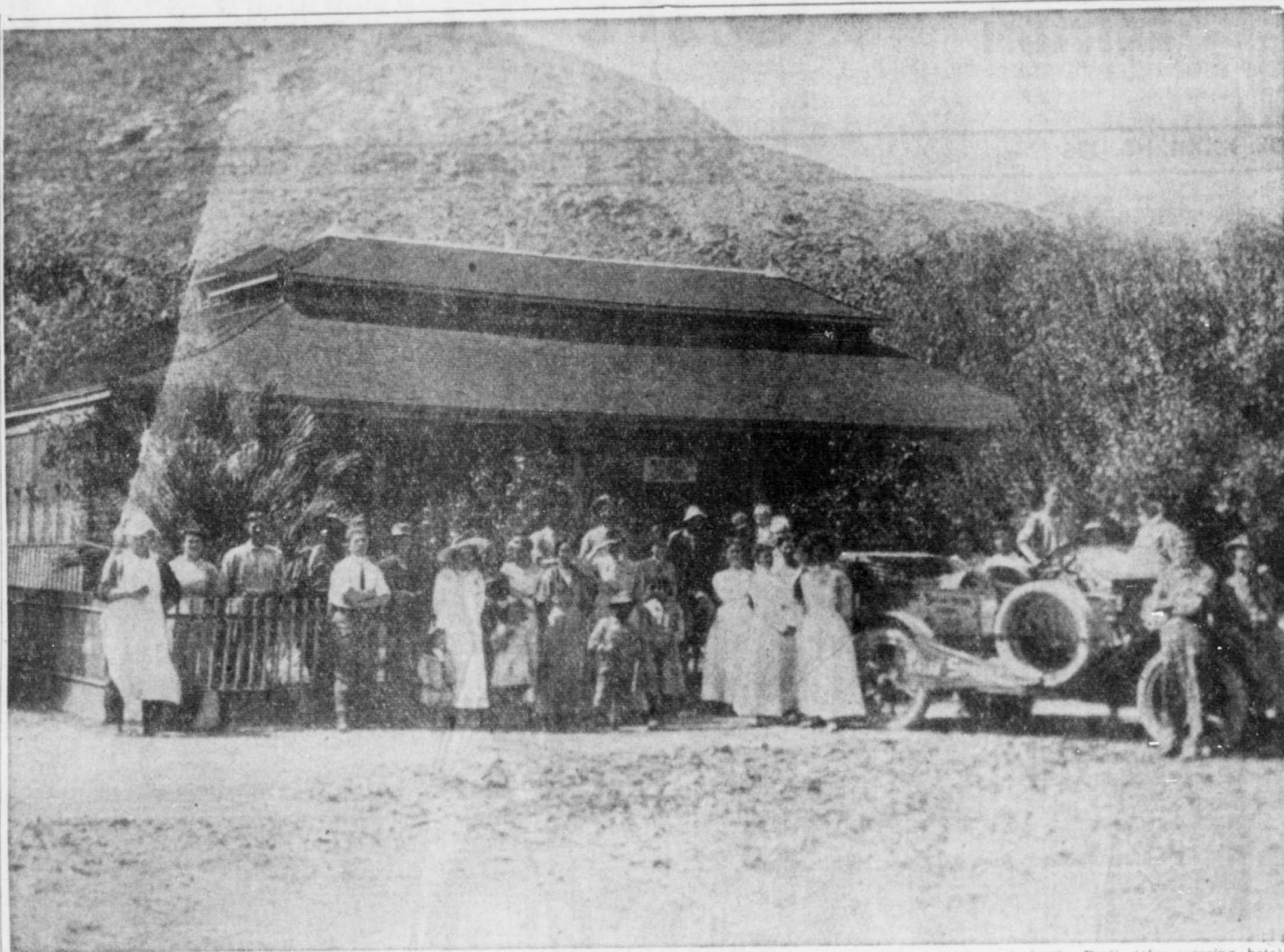
**JUDGE McCALLUM** laid out a fig orchard, planted orange trees and a vineyard. He built the eight-mile stone-lined Whitewater Ditch to bring water for his orchards and vineyards. The fruit ripened earlier here and was in demand in the Los Angeles market.

So Palm Springs got its start as an agricultural community. There is little agriculture left in Palm Springs proper but Judge McCallum pioneered the way for the vast Coachella Valley area by proving what could be done with desert soil and water.

Another early day pioneer who did much for the new community was Dr. Welwood Murray. He came here shortly after the McCallums and built a 26-guest hotel on Tahquitz Drive between Palm Canyon Drive and Indian Avenue.

Dr. Murray gave the land for the first Community Church at the southeast corner of Andreas Road and Palm Canyon Drive and also for the public library which bears his name at Tahquitz Drive and Palm Canyon.

**IN 1888 A SYNDICATE** was formed to promote the Palm Springs townsite. With Judge McCallum were O. C. Miller, H. C. Campbell and Dr. James Adams. It was on the east half of Section



**A BIG EVENT** IN the community back in 1911 was the visit of a pathfinder group for establishing a transcontinental highway. It caused the gathering of civic lead-

ers at Nellie N. Coffman's Desert Inn (shown above). Among the men involved in the survey were M. E. Makosky (tall man wearing black hat in back row), and

Ralph Crook and Austin Brett (also wearing hats). (Photo courtesy F. Makosky of Alhambra)

15 and extended from North Street (Alejo Road) to South Street (Ramon Road).

There were four north and south streets. East Street (Indian Avenue), Main Street (Palm Canyon Drive), Palm (Belardo Road) and Orange (Cahuilla Road). Portions of the last two were later abandoned.

**PROSPECTUS** OF the new townsite advertised "No frost, no wind, no fog. The home of the banana, orange and date."

They called 1893 the year of the great storm. Rains swept the area for almost three weeks,

floods washed out plantings, damaged structures. Then followed years of drought which further hampered the agricultural plans. Water became a problem. There were suits over water rights. In the meantime, it had to be hauled in.

Those were called the lean years for Palm Springs.

**BUT THE COMMUNITY** struggled on and in 1897 there was a public auction of lots in the townsite. Special trains brought people from Los Angeles to Seven Palms where they were picked up and brought to the sale site.

It is interesting to note that early deeds record the sale of Lot One, Block 32 for \$50. That lot is on the northwest corner of Palm Canyon Drive and Amado Road. Two adjacent lots on Palm Canyon to the north were sold for \$45 each. Later, lots sold for \$1 a front foot.

In the earlier days, Palm Springs centered around a developing named Palmdale, where Smoke Tree Ranch now stands. Before that, an Indian Village, Rincon, was thriving near the entrance to Palm Canyon.

**AMBITIOUS PLANS** were map-

ped for Palmdale and a narrow gauge railroad line was built to connect it with the Southern Pacific at Seven Palms (Garnet). That was in 1887. In 1894 the railroad folded and its one tiny locomotive and two converted street cars from San Francisco were sold and sent to Texas.

Earliest access to Palm Springs was by a wagon road which meandered across the desert from Banning to Agua Caliente, the hot springs near Araby Point and on east to the Colorado River. An Indian trail paralleled this road to the present site of the Desert Inn, turned east to the springs, south

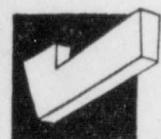
to Smoke Tree, where one branch continued east and another into Palm Canyon.

**ANOTHER IMPORTANT** date in the history of Palm Springs is 1908 when the late Nellie Coffman erected the Desert Inn. That is, she provided a number of wooden and canvas houses, for guests, the first of which was registered in 1909, so the old documents say.

An interesting bit of history in connection with the many prodigious developments Mrs. Coffman accomplished is recorded in 1915. Mrs. Coffman had long fought

See DESERT GROWTH, Page 5

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Obviously, the movement for new plant development away from Southern California's highly concentrated areas will be accelerated. This means, of course, that the Indio-Coachella-Thermal-Mecca area in the Coachella Valley will play an increasingly important role.

Agriculture will continue to be one of the area's primary assets. Its expanding status as a commercial, wholesale and distribution center, serving between 25,000 and 30,000 people, adds immeasurably to its stability. Other assets include a favorable political climate as well as ample water supply. It is now preparing for an orderly, steady expansion of present manufacturing activity—through proper zoning and making available strategically located sites.

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U. S. Highways 60, 70 and 99 converge into 4-lane Express Freeway to Los Angeles. Direct trucking to all California with connecting service throughout the Nation.

#### via Mainline Railroad

Southern Pacific Railroad mainline to East traverses entire area zoned for manufacturing.

#### via Airways

Thermal Airport is destined to become one of the most important in Southland. Western and Bonanza airlines provide service from Palm Springs. Private planes accommodated at both airports.

When Planning Your Development and Expansion, Consider this Strategic Area



Shown above are the boundaries of the Coachella Valley, foremost desert vacationland in the Nation. Within the inner circle is the strategically located Indio-Coachella-Thermal-Mecca area, where sites are available for light manufacturing, distribution, wholesale and commercial enterprises, located between Indio and Mecca. These are adjacent or close to the Southern Pacific Railroad, Highways 99 and 111, and the Thermal Airport.



### Comprehensive FACT KIT

Complete up-to-the-minute facts are contained in this comprehensive FACT KIT of the Coachella Valley.

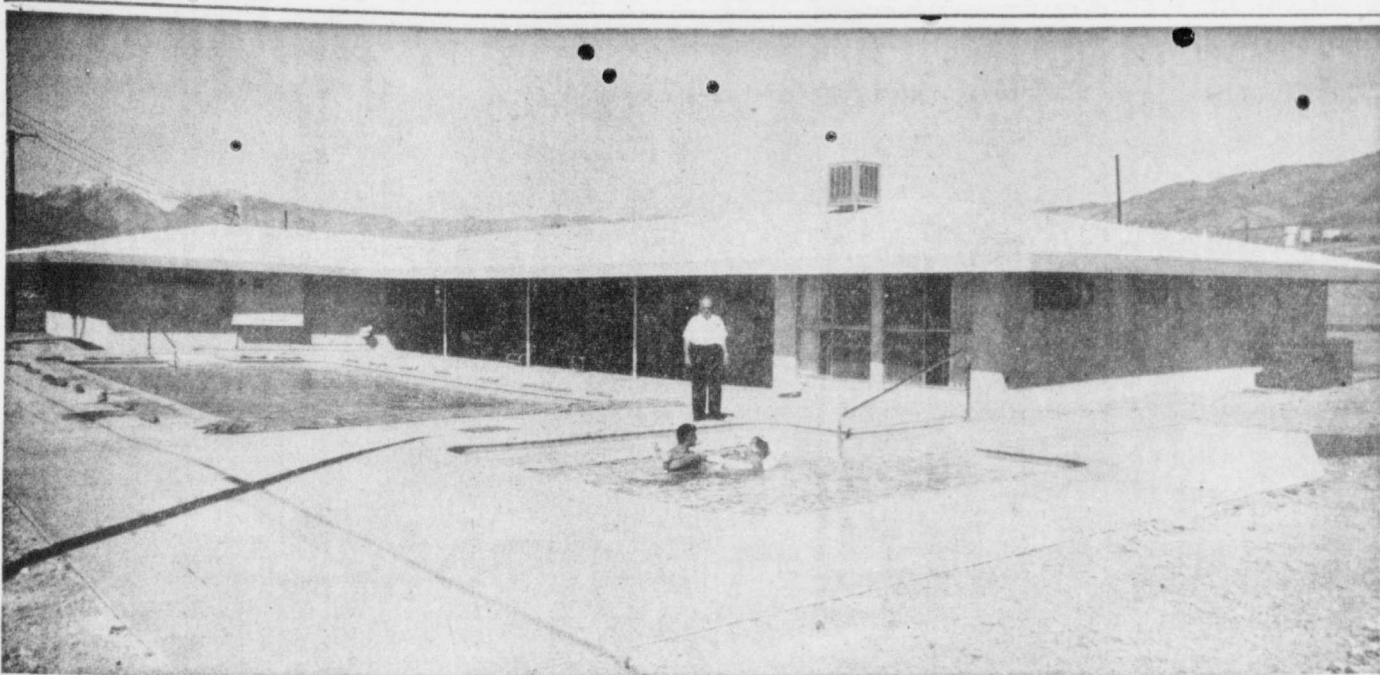
Write for a copy on your executive stationery

## COACHELLA VALLEY ECONOMIC DEVELOPMENT COMMITTEE

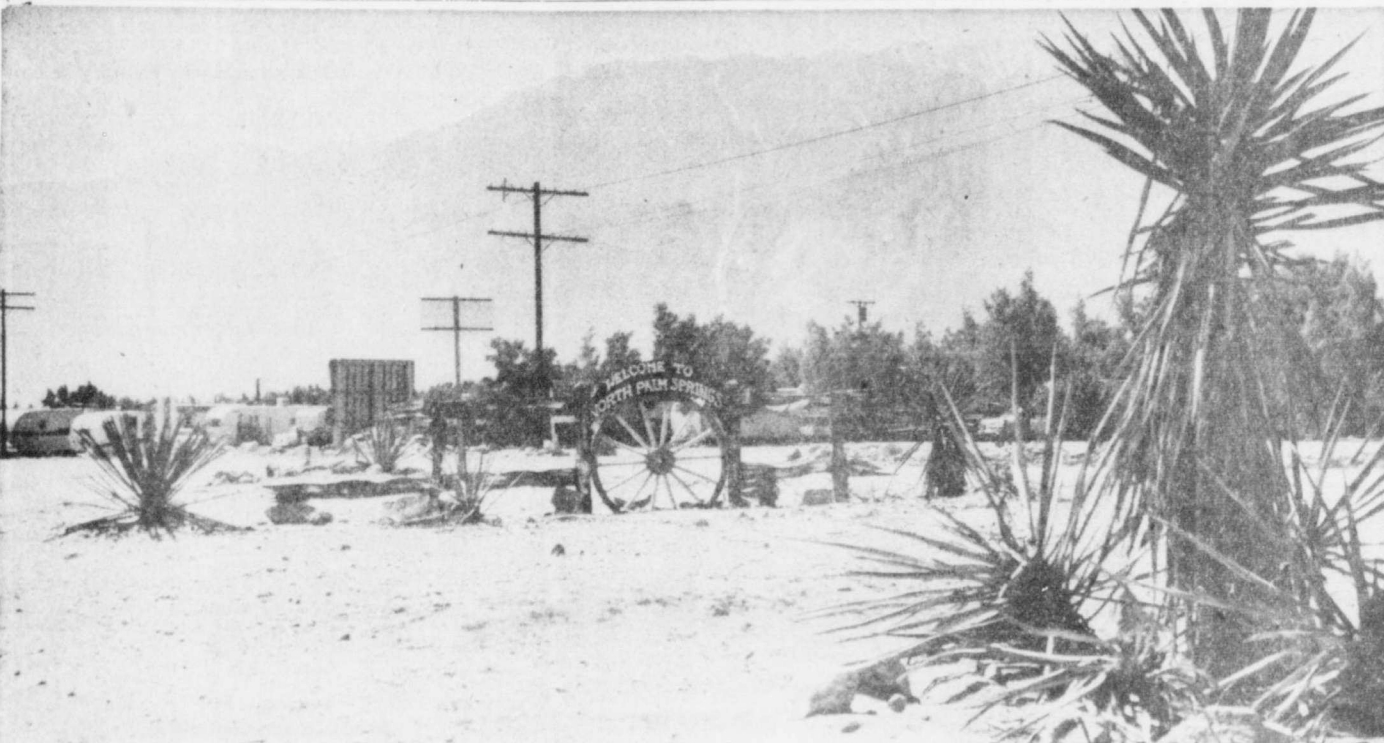
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Walter R. Wright, Sr. — Chairman





**NEWEST ADDITION TO MEDICAL** facilities on the desert is the Reese Arthritis and Physical Medicine Center in Desert Hot Springs. Located at 68-011 Via Domingo, the new center has been open only since December. Dr. Edward Reese, who is chief physician at the center, treats both arthritis and persons with neuro-muscular diseases. The block-long center has two therapeutic pools, a therapeutic gymnasium, a hydro-therapy division, a physical therapy section and examination-treatment rooms.



**NORTH PALM SPRINGS WELCOMES** visitors to its area, located some 10 miles north of the Palm Springs winter resort, with this sign at its main entrance. NPS residents are today involved in an internal strife as to whether the small community should incorporate into a city. Two factions of the city are currently fighting in court and before the County Board of Supervisors to win their individual battles. The little community has a recreation hall, fire station, groceries, real estate offices, trailer parks and stores.

## Golf Capital of World

# Desert Now Boasts of 7 Golf Courses, More Set

With seven of the best designed and sportiest golf courses now in operation, an eighth in partial use and soon to be completed and construction proceeding rapidly on two more, Palm Springs and the adjacent desert areas can justly claim to be the Winter Golf Capital of the World.

In addition to the ten which will be in full swing before the end of the year, more are understood to be in the discussion stage today.

**NOT ONLY HAS** this desert area the famed golf courses but they in turn host some of the most famed tournaments in the world. Two of the leading amateur tournaments in the state, the annual Palm Springs Invitational for men, which has just concluded its 24th year and the Women's Invitational, are held at O'Donnell Golf Club.

Indians Wells Country Club is the scene each year of the Southern California Open.

**ELDORADO COUNTRY** Club will be the scene next November of international competition when American and British golfers meet in the Ryder Cup.

Thunderbird Country Club has been the scene of the annual PGA tournament which brought the leading pros of the nation to strive for prize money.

This will be replaced next January by what will be the richest golf tournament in the world.

**MINIMUM PRIZES** and purses will be \$50,000 in this event and it will probably reach \$100,000.

Known as the Desert Classic Pro-Am, it will be played on four of the noted local courses, Thunderbird, Tamarisk, Indian Wells and Eldorado.

Another golf event which attracts nation-wide attention is the semi-annual Palm Springs Desert Senior Golf Association tournament which January and November draws senior golfers from coast to coast.

It is played on three courses—O'Donnell, Thunderbird and Tamarisk.

**GOLF HERE DATES** back to 1927 when P. T. Stevens laid out an 18-hole course in the northeast section of the city. It gave way to residential development but in 1934 the O'Donnell Golf Club replaced it at its present downtown location.

After the close of World War II golf began to flourish in the desert in a big way.

Thunderbird Country Club opened in 1950, Tamarisk in 1952.

**THEN CAME** Indian Wells, opened in the fall of 1957 with Eldorado following soon after.

Palm Springs Ranch Club course opened just recently and a few weeks ago the Bermuda Dunes Country Club course was thrown open to play.

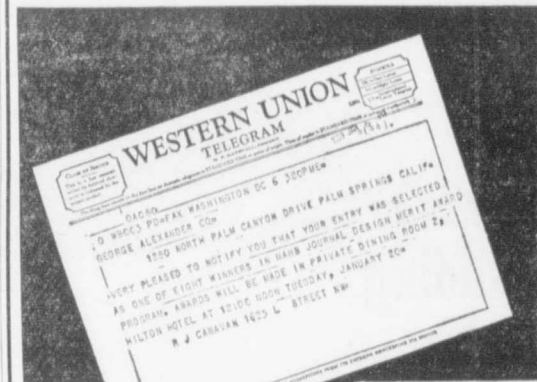
To be in action by May is the Palm Springs Golf Club which will soon become a municipal course.

**UNDER CONSTRUCTION** and to

be completed this year are the Shadow Mountain Club course and the La Quinta Hotel golf courses, ground for both having been broken recently.

Local golf courses and their pros are: Bermuda Dunes, Ed Vines; Eldorado, Mike Portik; Indian Wells, Eddie Susalla; La Quinta, under construction; O'Donnell, George Howard; Palm Springs, Dale Andresson; Ranch Club, Joe Colwell; Shadow Mountain, under construction; Tamarisk, Ellsworth Vines; Thunderbird, Jimmy Hines.

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**THERMAL AIRPORT** with Unexcelled Transportation Facilities

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THESE LOCATION ADVANTAGES will be recognized instantly by the manufacturer, distributor and warehouse operator.

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direct transportation.

3. ADJACENCY TO THERMAL AIRPORT. With the tremendous growth of this Southwest area, the importance of this feeder line airport is obvious, not only for handling regular passenger and freight schedules but for private plane use by executives, personnel, etc.
4. AMPLE UTILITIES AVAILABLE—water, gas, electricity. Modern sewer system at hand.
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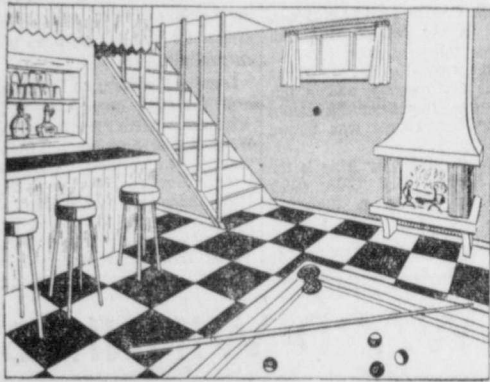
45-150 Towne Avenue

Indio — Phone DI 7-3368

647 West Ramsey, Banning, Victor 9-4088



# City Has Tripled Retail Sales Volume in 11 Years



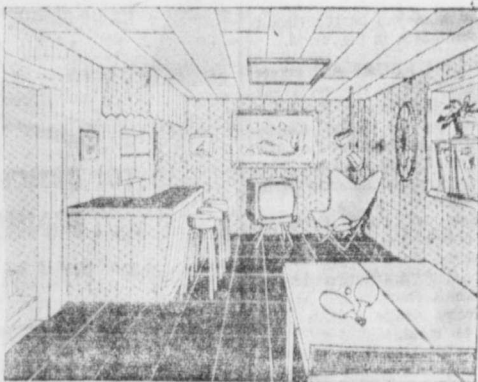
## INSIST THAT AN EXPERT DOES IT!

As a fabricator of FORMICA we sell the most trusted, quality name in laminated plastic surfacing. During these days when consumers are taking good, long looks at everything they buy, or installation of custom FORMICA SURFACING both vertical and horizontal must meet the most rigid requirements, in quality and cost. All installations, both large and small are given equal consideration. Our reputation of many years of expert workmanship, is completely dependent on this.

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## Desert Building Today...

MATICO TILE, MASTIC TILE and MASTIC ALL-VINYL TILE, are formulated from the very finest materials available and is produced under the most exacting quality-control conditions. The result is a superior quality tile flooring that you can always rely on to meet your most exacting requirements. Sanitary and inexpensive to keep clean because its close textured surface absorbs neither odors nor dirt. When all the combined advantages of TILE are considered it is not difficult to see that TILE has "Plus" factors for every type of installation — office buildings, commercial areas, schools and hospitals, recreation centers, churches, private homes.



AND  
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If they're handing out blue ribbons for retail sales this year, Palm Springs should garner a basketful of prizes as a city that has managed to almost triple its over-the-counter business volume in 11 short years.

Sales and use tax revenues tabulated by City Finance Director Shelby Langford today show that Village merchants rang up the biggest sales year in city history during fiscal 1958.

TAX RECEIPTS for the year soared to \$340,115, ample evidence that Palm Springs has far more than double its market strength since sales tax collections started in 1948.

Tax revenue for that year hit a respectable \$122,277. But business is destined to get better — a lot better, according to Langford's current tax figures.

DURING THE FIRST five months of fiscal 1959, dating from July through November, retail sales have earned \$119,495 in taxes. Langford said this is \$5,000 ahead of the same period of 1958.

And he hasn't yet tallied the new take for the city's traditionally busiest sales months of late winter and early spring.

However, Langford noted, the financial indications of resort growth is somewhat tempered when you consider the fact that a new use tax was added in 1957.

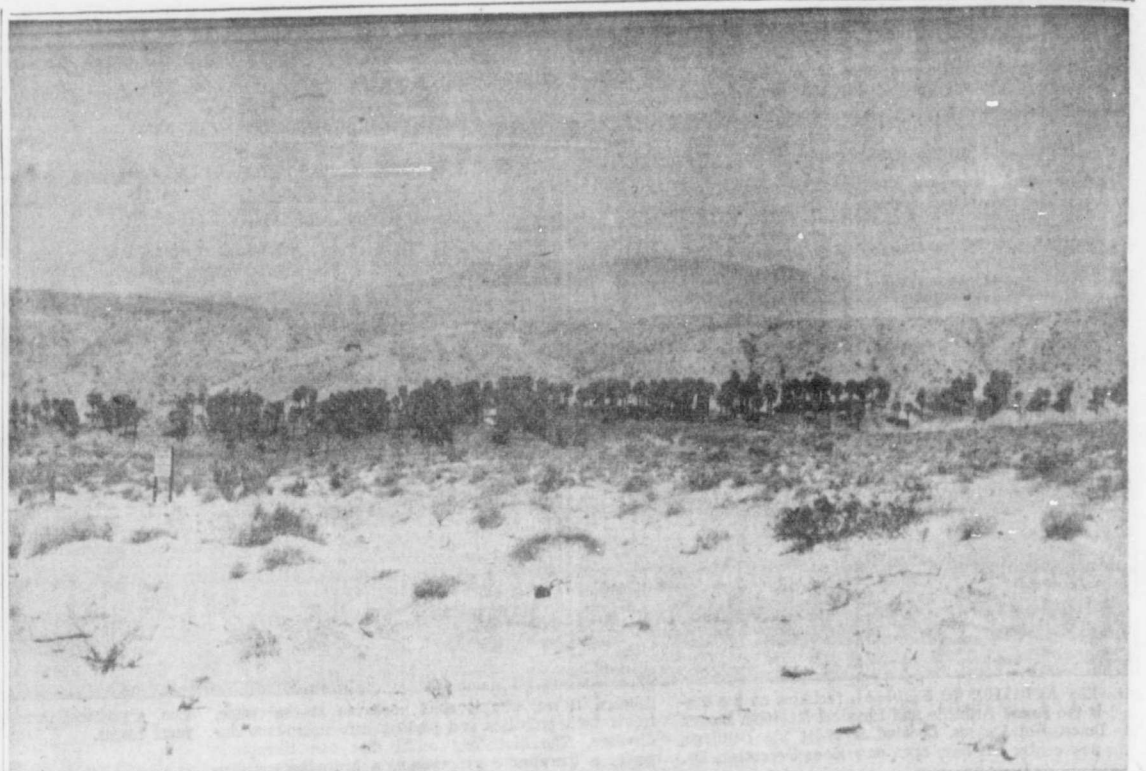
BUT, HE SAID, even taking the use tax into account doesn't dampen the fact that Palm Springs is charting a record pattern of growth.

Blueprinting the shape of things to come, tax revenue for the first four months of fiscal 1959 is almost half the entire total of 1957, despite the fact that the August to October months are traditionally slow periods of retail business.

Charting a graph of Village progress since 1957, city accountants found a continuous, upward pattern—except for the "backsliding" year of 1958 — reflected in retail sales taxes.

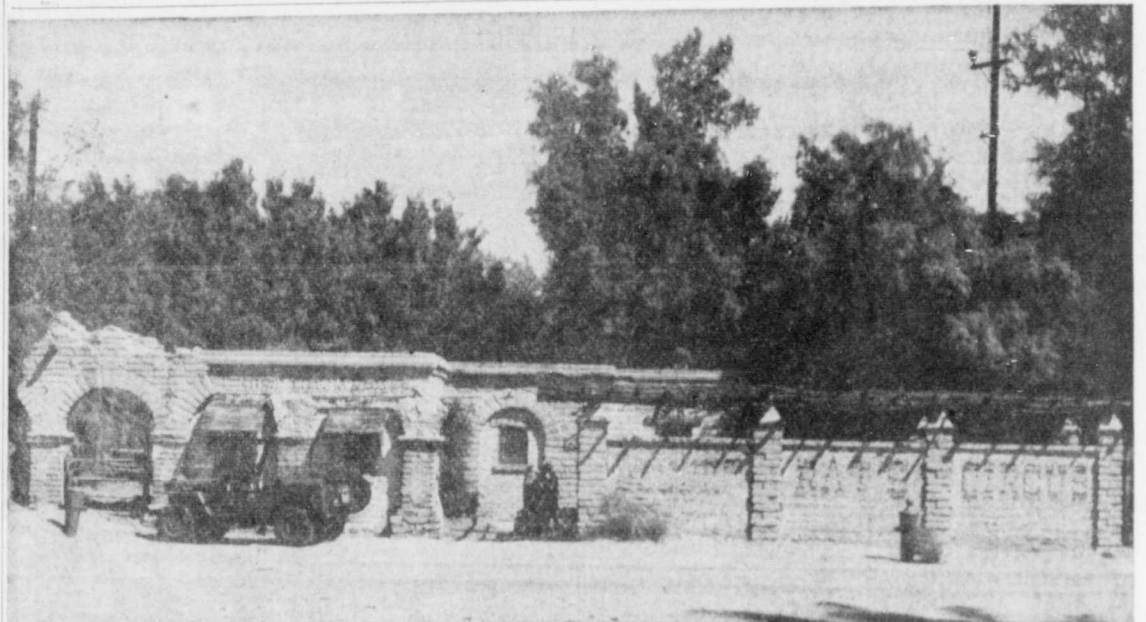
You can draw your own conclusions from this table of fiscal tax receipts from 1948 through November, 1958:

|                                    |                 |
|------------------------------------|-----------------|
| 1948—\$122,277.                    | 1954—\$164,598. |
| 1949—\$118,813.                    | 1955—\$194,107. |
| 1950—\$98,021                      | 1956—\$254,354  |
| 1951—\$126,159                     | 1957—\$296,826  |
| 1952—\$142,758.                    | 1958—\$340,115. |
| 1953—\$161,916.                    |                 |
| 1959—\$119,495 (first five months) |                 |



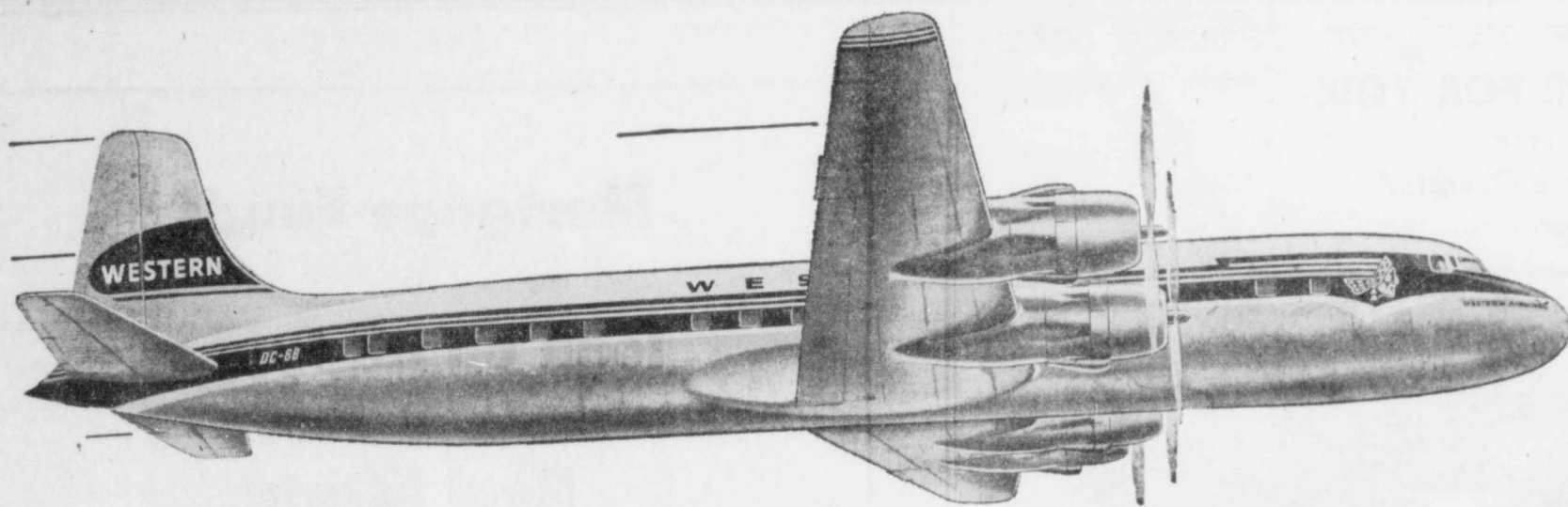
WILLIS PALMS OASIS, located east of Thousand Palms low on the foothills of the San Bernardino foothills, is a major tourist attraction, but even more important is its use as a location for motion pictures. Early pioneers tell that the palms, numbering more than

1,000, are responsible for the change of the name of the community of Edom to Thousand Palms. Twice this area has been burned by fire, the last time only two years ago, and today the area near the palms is closed to the public.



OLD FORT OLIVER, the adobe sentinel of the Coachella Valley desert, was built many years ago by Desert Rat Harry Oliver. One of the main tourist attractions in the desert area, Oliver's fort is located in Thousand Palms on old Highway 60-70-99 near Ramon

Road. Oliver uses the building as his home, a museum, and his offices from where he publishes the Desert Rat Scrapbook — the only five-page newspaper in the world. He has one of the finest collections of old printing type, wood cuts and presses in California.



## Champagne Flights—the wonderful way to SAN FRANCISCO, PORTLAND, SEATTLE

Fast and fancy — Western Airlines Champagne Flights up the Coast! Modern 4-engine airliners fly you from Palm Springs to Los Angeles, connecting directly with Western's Champagne Flights to San Francisco, Portland and Seattle-Tacoma. On the way, you enjoy the luxurious "extras" that make Champagne Flights so famous. Reserved seats, vintage champagne, filet mignon dinners, orchids for the ladies. Yet there's no extra fare! Next time, take a Champagne Flight — wonderful way to fly north!



WESTERN'S ELECTRONIC RESERVATION SERVICE: Visit

Western's Desert Inn ticket office; Call FAIRview 5-2709; or see your Western Travel Agent.

## New Boys Club Opened Here During October

During the past year Palm Springs area residents and visitors poured thousands of dollars into a new Boys Club building, and in October 1958 the doors were opened to serve the hundreds of desert area boys.

Recognized as the finest Boys Club in the country, it is located in Palm Springs on Sunrise Way, a few hundred feet north of Ramon Road, in the Polo Grounds area.

THE CLUB IS open to boys between the ages of 8 and 16, and dues are \$1 a year. Any boy who can get to the club is eligible for membership, regardless of where he lives. Many times memberships are given to boys as gifts from adults.

Boys Club Director Ray Lockwood reported that as of mid-March the membership of the club was 412 boys of all races and creeds.

The organization is operated by a board of directors composed of 24 members. This year Val Blatz is president; Don Bottorff, first vice president; Bill Ford, second vice president; Jim Schlecht, secretary; and Con Goudry, treasurer. All the members of the board are Palm Springs residents.

THE LOCAL Boys Club is affiliated with the Boys Clubs of America, the world's oldest boys organization having been started some seven years before the start of the Boy Scouts in this country.

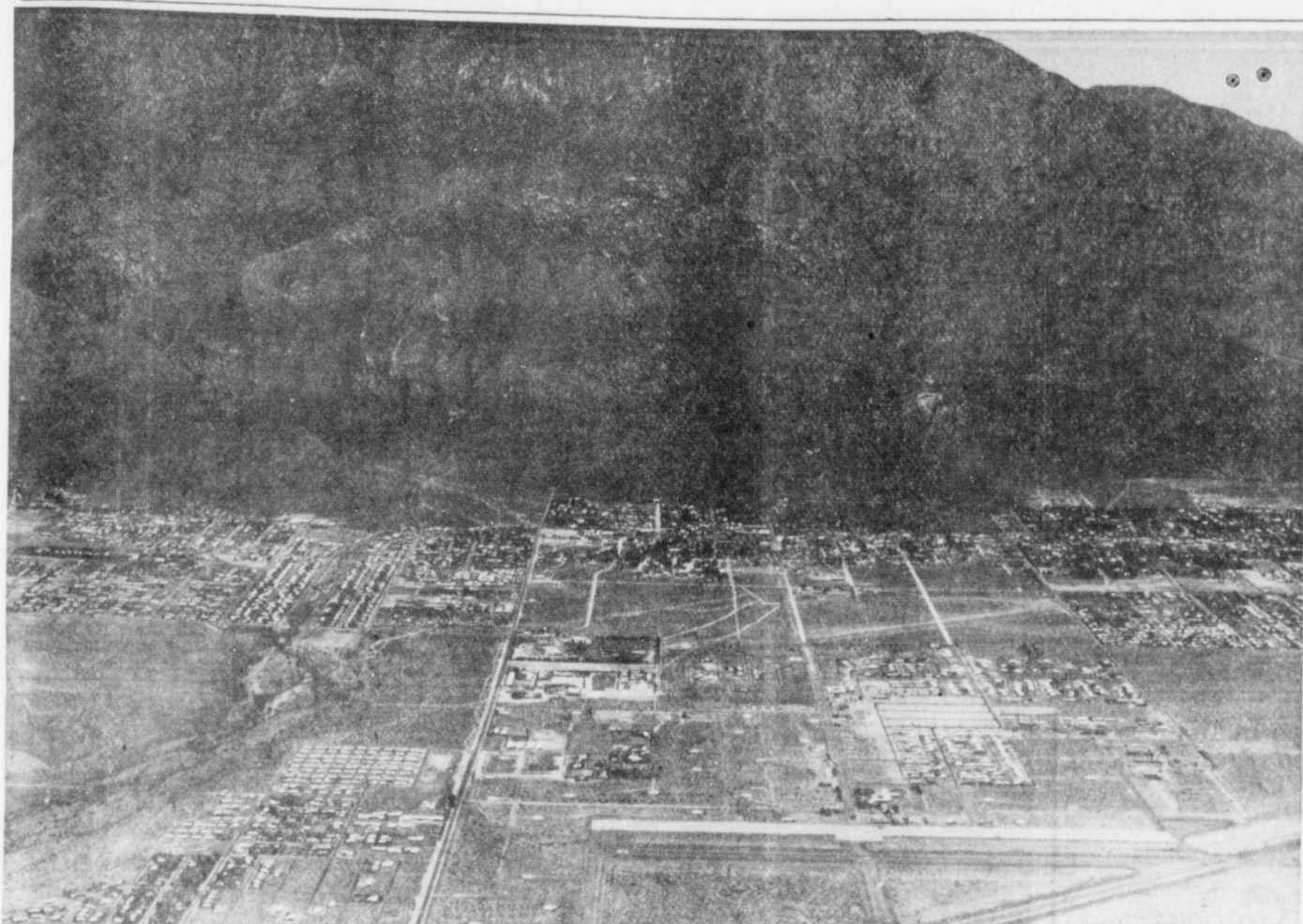
Trained personnel are on hand to help the local boys in sports, entertainment, arts and crafts. Led by Director Lockwood, his staff is comprised of Lee Savoldi as athletic director, Mathew Sumich as arts and crafts director, Jeanne Mentzer as secretary, and Don Levy, who is teaching photography.

The Boys Club is open daily from 3 to 5 p.m. and 6:30 to 9 p.m., Saturday from 10 a.m. to 4 p.m.

## Traffic Signal Oddity Here

With an estimated 50,000 winter residents and visitors, Palm Springs boasts of only one traffic light, located some two miles from downtown, and it is the only traffic signal between Banning and Indio.

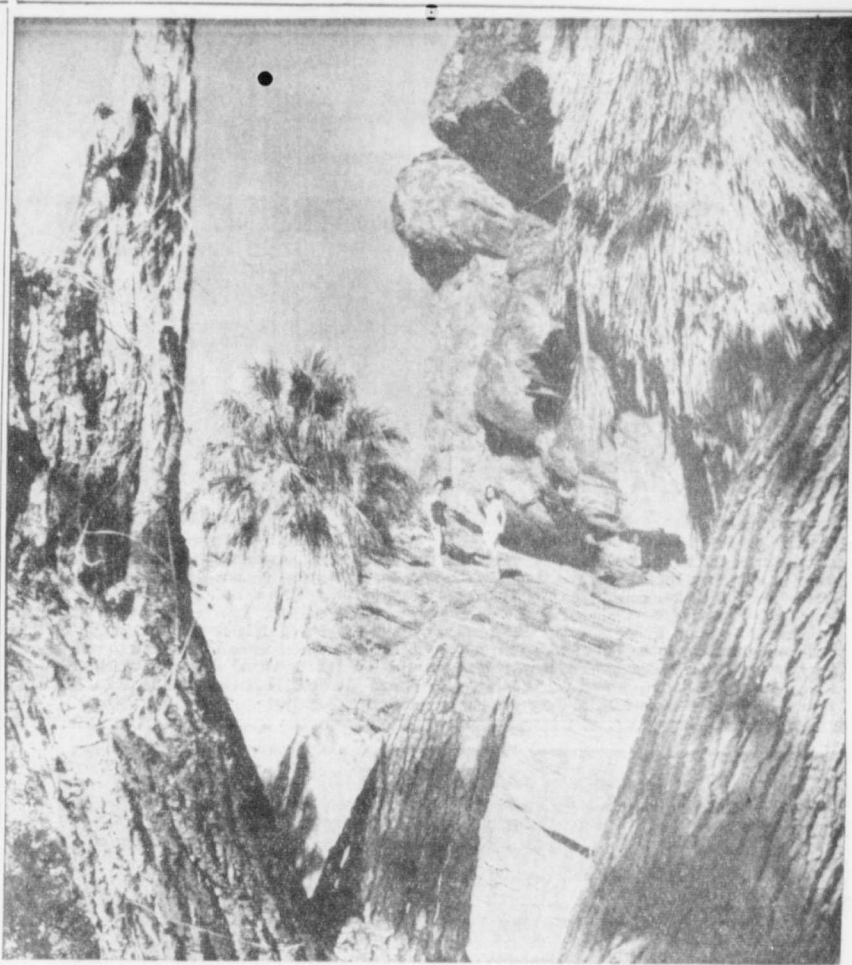




AERIAL VIEW OF PALM SPRINGS shows the tremendous growth of the leading winter resort in the world. What was once a small village today is nearing the proportions of a big city. Thousands of visitors from

all parts of the nation, plus kings, presidents, ambassadors and business tycoons from over the world make this land their winter playground. Palm Springs altitude at bench mark is 487 feet above sea level, and at

the airport 420 feet above sea level. The average temperature for the year is 90 high, and 53 low. The incorporated area of the resort is 39,062 square miles.



PICTURESQUE IS THE WORD for Palm Springs area canyons, with their rock formations, green palm trees, waterfalls and rivers. This is possibly the most photographed waterfall in the entire California desert. Known as Tahquitz Falls, it

is located about a mile and a half up Tahquitz Canyon, a popular place for a day's hiking by resort visitors. A donkey ride also takes visitors up the canyon to the foot of the falls.

From Page 2, More About

## Desert Growth Continues

for a better road into Palm Springs and the year before had succeeded in persuading the authorities to construct such a road. On Jan. 15, 1915, there was a big party at the Desert Inn to celebrate its completion. Black clouds hovered over the mountains but that did not deter the celebration.

A FEW HOURS after all had gone home, happy over the new road, the rains came. And they stayed. When the clouds drifted away and the last of the flood waters receded down Whitewater Wash, Palm Springs was back where it had been. The new road was gone.

In 1911 there were just a few buildings on Palm Canyon Drive and Indian Avenue. In between were wood and canvas houses. There was a livery stable on Patencio Road, background for the wild west movies of the day. Tahquitz Ditch ran across the Drive in the 100 block to the reservation. Pearl McCallum McManus had built the Oasis Hotel on the site of some of her father's original holdings. The Desert Inn had become a popular spot with visitors.

EL MIRADOR Hotel was completed in 1928 to add to the lustre of Palm Springs as a desert resort.

started in 1884 as an agricultural community, was well on its way to becoming a famed resort.

But attempts to obtain free delivery of mail failed. It was decided that the people should continue to come to the post office for their mail.

And there was no systematic house numbering plan until 1938.

PALM SPRINGS was incorporated in 1937 with 910 registered voters. Philip Boyd became its first mayor and the growth was under way.

Then came Pearl Harbor and World War II and the area east of Palm Springs became the center for war training with thousands

of troops being groomed for desert warfare in North Africa, under Gen. George S. Patton.

In the city itself, El Mirador became Torrey General Hospital and an airfield with two long runways established for the Air Transport Command. Expansion of the city was necessarily halted due to war-time needs.

With the end of the war, Palm Springs began to accelerate. Slowly at first but with increasing speed which still has shown no signs of moderating.

When peace returned the permanent population was a little over 3,000. It is now five times that—in 12 years—and in winter the desert area is possibly more than 30 times that.

ASSESSED VALUATION of the Palm Springs school district of that day was around \$6,000,000. It is now well over ten times that. There were 300 children in the schools then—it is now almost 12 times that—also in 12 years.

THE RECORDS show that every year for the past ten has shown a greater growth in itself than the total for the first 12 years after incorporation.

Every phase of building has shown a remarkable increase. But that it is a solid, substantial growth is shown in the vast number of homes being built each year.

The desert area's growth has not been of the mushroom variety. It is a permanent, healthy growth.

THIS USED TO BE a sleepy village in the summer time. Only the most necessary businesses were operated between April and November.

But now the desert area has emerged as an all-year place to live and relax. The summer population is now greater than the winter population of two decades back.

This trend is also accelerating. Each summer finds more and more people here, more hotels open, more places of business ready to accommodate the residents.

THE DESERT AREA is really on its way. In all directions from the original nook in the corner of the mountains, hotels, apartments, golf courses and homes, countless homes, are spreading fanwise into the healthful sands. All of this remarkable progress had its start 75 years ago.

When the first handful of settlers found what the Indians meant when they called it: "La Palma de la Mano de Dios."

### First Class Post Office Status Planned in 1959

RANCHO MIRAGE — Postmaster Sidney Greenleaf glanced at 1958 postal receipts and predicted that his eight-year-old post office will hit first-class status by the end of 1959.

Postal receipts for 1958 were \$27,583, Greenleaf reported. Annual receipts must hit the \$40,000 mark before it becomes a first-class unit.

"We've already counted \$6,000 for the first two months of the year," he noted. "I'm sure we'll pass \$40,000 by the end of 1959." Greenleaf pointed out that this year's receipts to date are higher than those for all of 1951.

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(Ocotillo pool and Cabana Club)

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America's newest  
turbo-prop airplanes



**FLY BONANZA AIR LINES**





NEARLY 40 YEARS after this picture was taken of the famed Indian mineral spring, Samuel Banowitz, Los Angeles financier, is starting construction of a multi-million dollar spa. The most perfect temperature of any mineral spring in the country, the water comes out at 104 degrees, and does not have to be mixed with cold water for bathing. The spring, which flowed uncontrolled in a pool in the ground for centuries, is reported to have been in back of the renaming of

Agua Caliente to Palm Springs — as it was a natural spring completely surrounded by palm trees. The above picture was taken from northeast to the southwest and, according to geologists who tested the well for the present day development, the spring originates to the right of the photo. The picket fence in the background, right, was along a tree-lined dirt road which today is Indian Avenue. (Courtesy of the Palm Springs Historical Society)



PALM DESERT GROWTH is reflected in this aerial photograph of "The Smartest Address on the American Desert" which encompasses an area even greater than

the Palm Springs shelf. The home of the Shadow Mountain Club, the area growth is recorded in new business buildings, subdivision developments, and is the location

of the new Eldorado Country Club. One of the leading unincorporated cities of the resort playground, Palm Desert is very important in the Desert Empire.



## Palm Springs Hotel Coral Tree Restaurant

257 N. Palm Canyon Dr.

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Palm Springs  
Gracious  
Relaxed Living,  
Superb  
Cocktails and  
Cuisine  
All At One Location  
Faithfully Serving  
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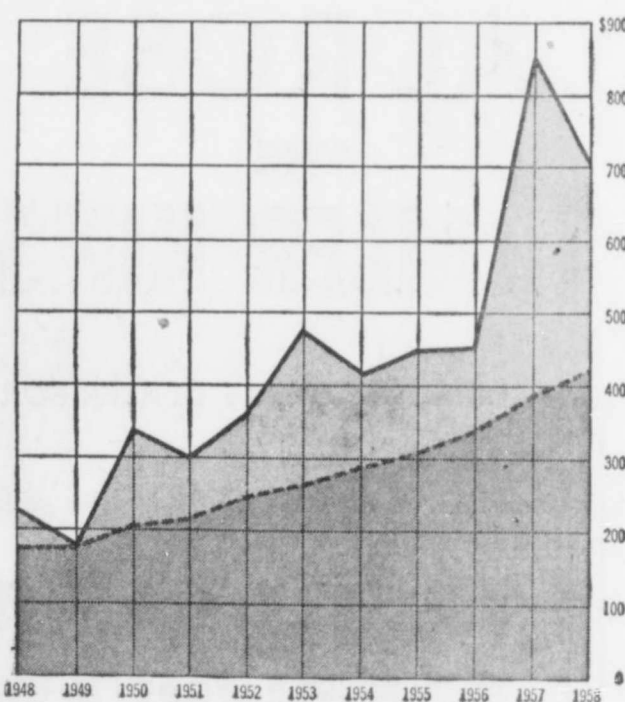
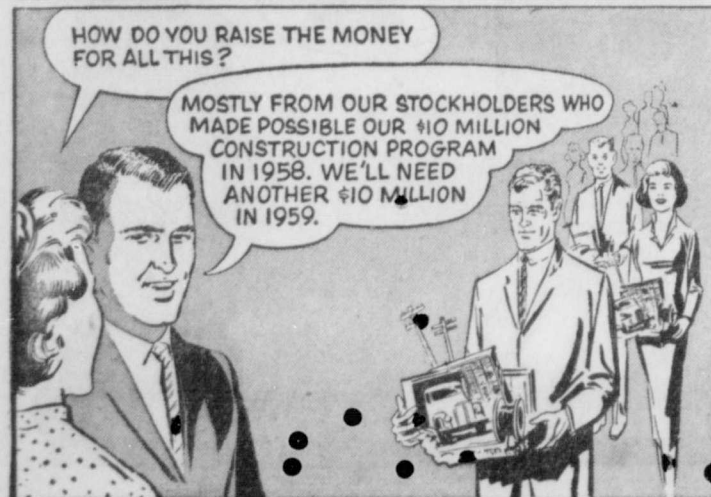
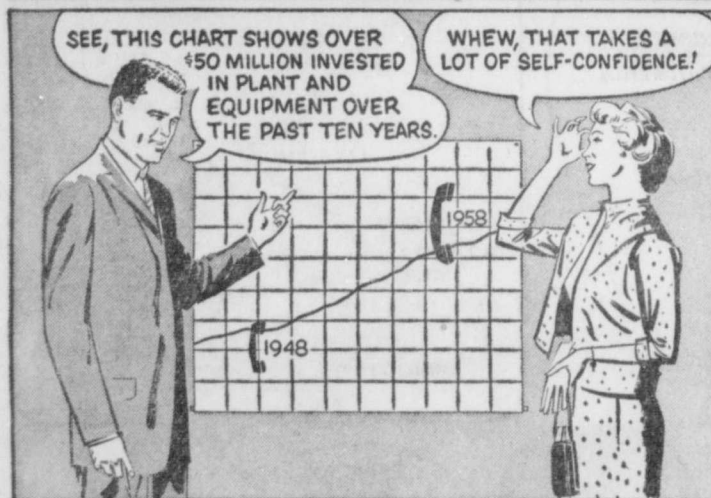
Phone FA 5-2188



PALM SPRINGS DEBS, the official welcoming group of Palm Springs Chamber of Commerce, appear at all big functions in the desert resort. Pictured above ready to welcome an important personality to the area, they are with Palm Springs troubador Tex

Kidwell, who is on hand to give the welcome a western flavor. The Debs are chosen each year from coeds at the Palm Springs High School, and are under the direction of the publicity department of the Chamber of Commerce.

# Telephones Tell a Story of GROWTH



— indicates net addition per station gained  
--- indicates plant investment per station, end of year

Every year rising costs increase the investment required to add new telephones and equipment to our plant. In 1948 we needed \$220.41 plant investment for each telephone installed that year. By 1958 costs were \$700.52 per telephone, an increase of 217%. During that same ten year period our telephone rates increased only slightly, and in some areas actually decreased.

We feel this great investment is fully justified in the light of community growth in California. Our service must not only keep pace with this rapid growth, it must be ready for you when you need it.

Good earnings for your Telephone Company mean the best in service for you.

**California** Water & Telephone Company



## Compatible Type

# Top Leaders of Country Seek Industry for CV

Three years ago Coachella Valley did not actively seek industry. The word "industry" unless it was applied to recreation, tourism or agriculture was virtually taboo.

Today Coachella Valley is actively engaged in attracting industry to the desert.

The change had its birth three years ago when the Indio Rotary Club and Indio Chamber of Commerce saw the opportunity to obtain industry compatible with the area's unsurpassed winter climate, its burgeoning recreational development, and its tourist attractions.

THE PROGRAM is being carried forward by a committee known as the Coachella Valley Economic Development Committee. The committee's objectives are simply stated and have met with the support of the area: 1) To invite industry to the lower Coachella Valley; 2) To invite light industry that is compatible with our climate and resort advantages; 3) To discourage industries that would bring detrimental problems to the area; 4) To develop information, brochures, to describe the area's advantages for plant locations; 5) To encourage proper land use zoning, especially for defining industrial sites and 6) To seek a master plan for development of the Thermal Airport, a county-owned facility.

THE COMMITTEE'S crowning success came about a year ago when 12 of the nation's and the West Coast's leading industrialists and financiers consented to serve as an advisory panel for the CVEDC.

Floyd B. Odum, New York financier and industrialist, is chairman of the gulf-edged advisory group. Odum, who has a home on the Cochran-Odum Ranch southwest of Indio, believes that there is a "great future for industry in this area. Air conditioning has changed the desert from an inhospitable summer climate to a new frontier of opportunity for light industries."

Sol Lesser, movie producer, also a valley land owner and investor, is vice chairman of the group.

OTHERS INCLUDE such widely known men as: George E. Allen, Washington, D. C.; Walter J. Braunschweiger, executive vice president of the Bank of America; D. D. Dunlap, oil man, and large ranch land operator near Thermal; Leonard K. Firestone, Firestone Tire & Rubber Co.; Dr. Gabriel M. Giannini, of the Giannini Plasmadyne Co.; William F. Lear, of Lear Incorporated.

Also Ray Ryan, Texas oil man and land developer in the valley; Dudley M. Steele, Palm Desert, president of the California Taxpayers Association; James F. Vanek, investment counselor of Chicago, and Jacqueline Cochran Odum, world-famed aviatrix and president of Aeronautique Federation firm.

ALL OF THESE advisors have one thing in common: They all have home, or investments in Coachella Valley, testifying to their personal faith in the area's future.

The CVEDC represents the Indio, Coachella, Thermal and Mecca Chambers of Commerce and acts as the industrial committee for each community. Its activities have been recognized by the County of Riverside and several members are on the County Board of Trade Committees. Its recommendations have been given heed by county and city governments although its support comes entirely from individuals through voluntary contributions.

IT HAS FOUR sub-committees operating under the general chairmanship of Walter R. Wright, Jr., Indio; Thermal Airport Development—Thomas P. Mullan, Indio banker; Light Manufacturing—Wayne T. Miles, hardware man; Agricultural Commodities—James J. O'Brien, rancher; Membership—E. F. Pearson, mortgage company president.

The committee's membership include land developers from Mecca to the president of the Riverside County Fair Board, packers, growers, insurance, realtors, produce buyer and newspaper editor. Muriel Fulton of Palm Springs is a member of the committee representing Palm Springs and serves as liaison between the Palm Springs Chamber of Commerce and the CVEDC.

WITH THE ACCENT on the upper Coachella Valley being in recreation, some 12 golf courses in operation or being constructed, and residential living, the lower Coachella Valley beginning at a point west of Indio to Mecca offers advantages for agricultural and light manufacturing industry that only a low humidity, sun-blast winter climate can offer.

Odum recently pointed out that "Coachella Valley is a natural

area for industries that require thinking plants—laboratories—and it provides the natural recreational facilities to relieve serious concentration.

"It is hotter in New York when it is 82 and humid than it is here at 110 degrees."

"More and more people live in the desert the year around since air conditioning has made its greatest contributions to plants and homes . . . and even autos."

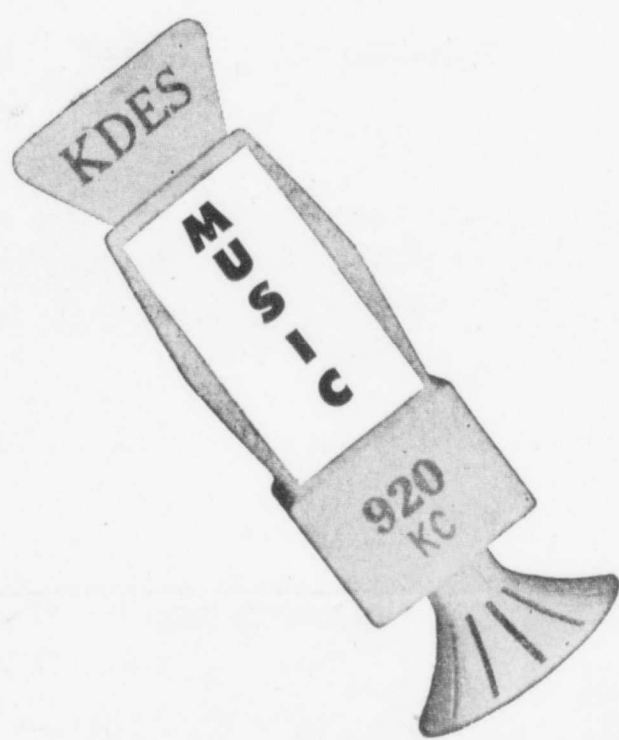
## Eight Mayors Have Served City

Palm Springs, the largest incorporated city in the desert area, has had eight mayors since its incorporation in 1938. Mayors have been: Philip Boyd (1938-1942); Frank V. Shannon (1942-1944); Eugene Theriault (1944-1946); Clarence Hyde (1946-1948); Charles D. Farrell (1948-1953); Florian G. Boyd (1953-1957); and Gerry Sanborn (1957-1958). The present mayor of Palm Springs is Frank Bo-

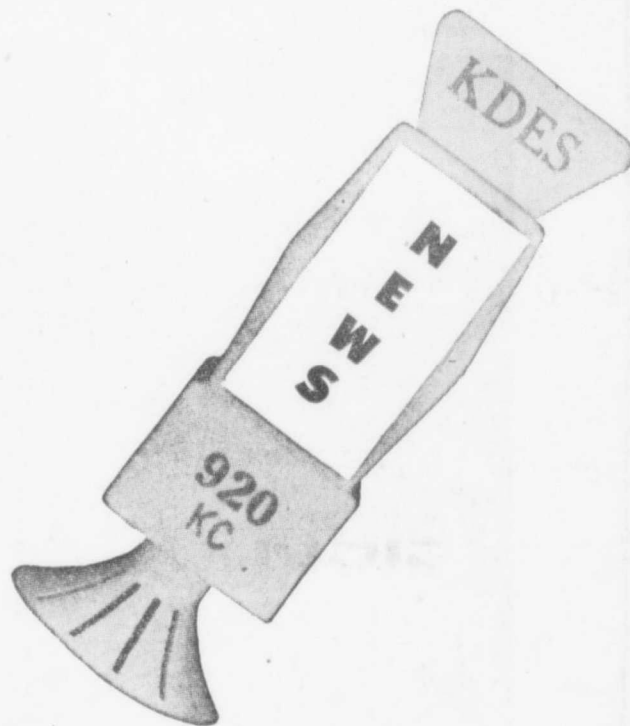
GOLF IN THE DESERT is big money, as can be seen by this record gallery at the recent \$15,000 Thunderbird Pro-Am Tournament. More than 5,000 persons were present to watch the nation's top amateurs and profes-

sionals vie for top prizes. The area will host the famed Ryder Cup Tournament at Eldorado Country Club in November, and in January of 1960, a new tournament—the \$100,000 Desert Classic will be inaugurated under

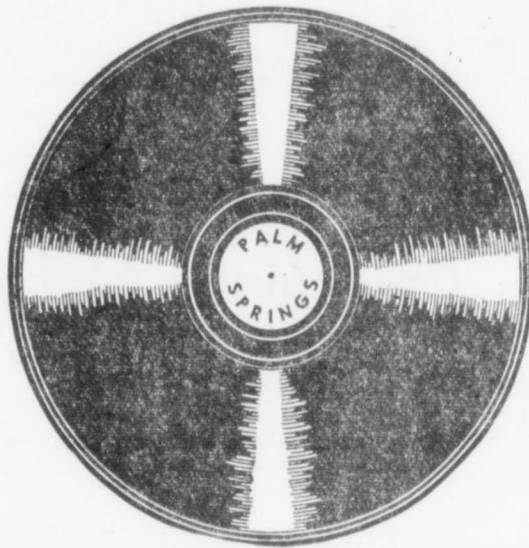
PGA supervision for the next four years. Palm Springs is now recognized as the winter golf capital of the world.



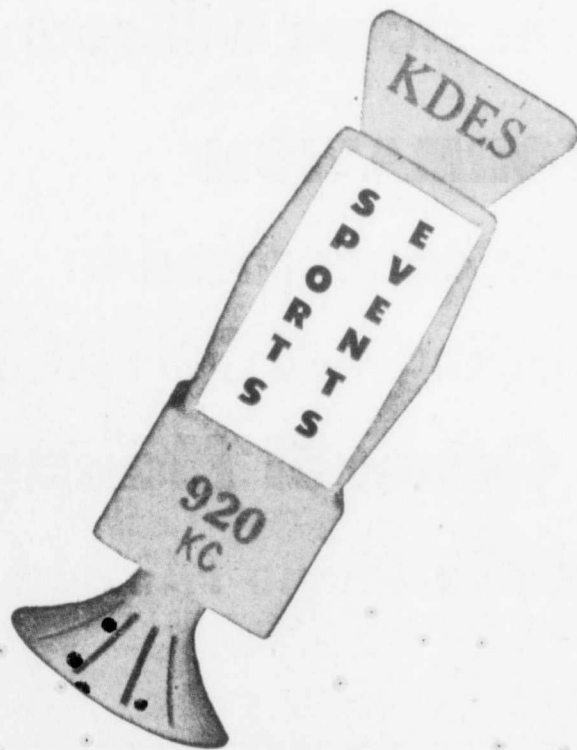
Don Meyer



Cliff Miller



Frank Day



Ralph Warren



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Day or Night  
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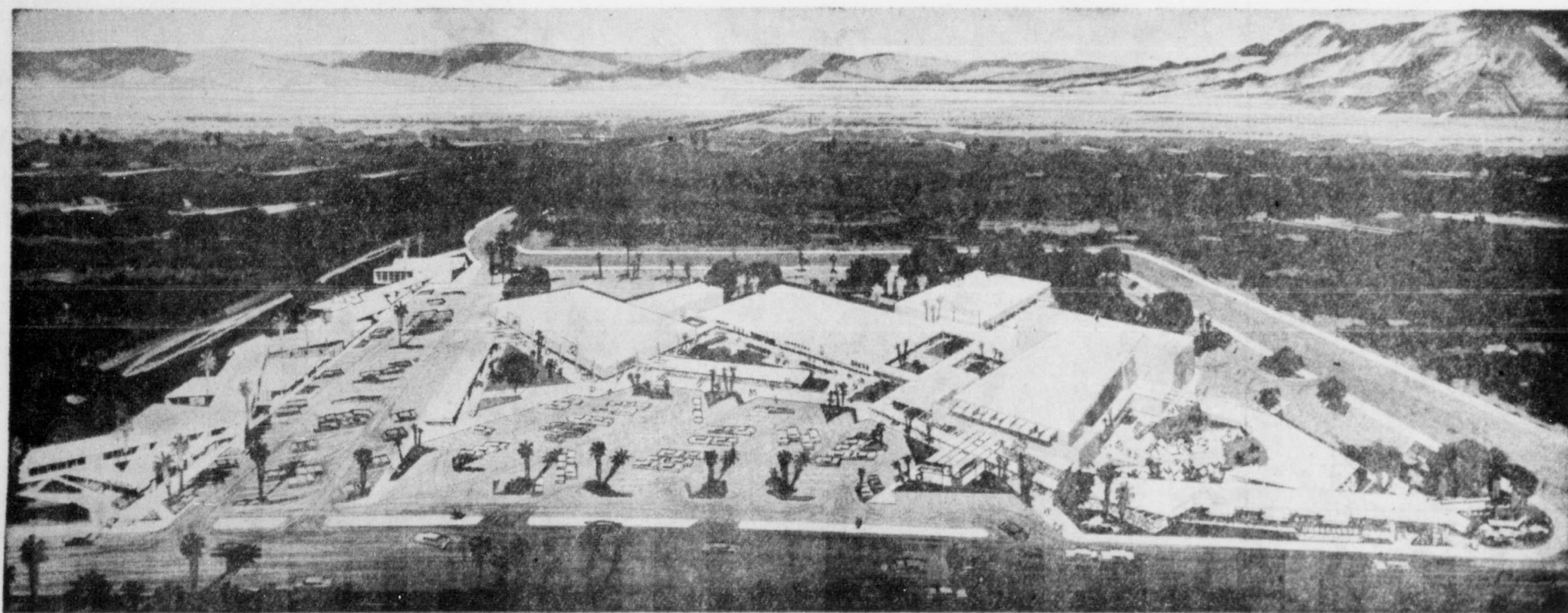


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of the Mississippi Operating  
from One Central Location.



NEW 13-STORY ADDITION TO THE STANDARD FEDERAL SAVINGS BUILDING BEING CONSTRUCTED. Architectural rendering at right shows how the new addition will look. Like the present Standard Federal Savings Building, the land, building and equipment of the new addition will be owned free and clear by the Association.

## STANDARD FEDERAL SAVINGS AND LOAN ASSOCIATION

Wilshire Boulevard and Grand Avenue in downtown Los Angeles • Los Angeles 54, Calif. • Madison 7-9901

### The Leader in Construction Financing for the Palm Springs Area

Over \$16,000,000 of financing by Standard Federal Savings accelerates progress of the nation's most famous desert area.

The growth of the Palm Springs area represents a great achievement which amply justifies the confidence and foresight of those who have invested in this fabulous region. Standard Federal Savings is proud to have helped make this sound, dynamic growth possible through financing the construction of over 1,500 units in such areas as: Palm Springs and its environs; Cathedral City; Palm Desert; La Quinta; Desert Hot Springs; Joshua Tree; Thousand Palms; Twenty-Nine Palms, and many others.

As outstanding as the development of this area has been, its future holds even greater promise. To support this conviction, Standard Federal Savings is currently financing many major building projects and anticipates taking an increasingly greater part in the continued expansion of the Palm Springs area.

|                             |                   |
|-----------------------------|-------------------|
| CURRENT<br>DIVIDEND<br>RATE | DIVIDENDS<br>PAID |
| 4%                          | 4                 |
| PER YEAR                    | TIMES A YEAR      |

When you call or write for information you will also receive a complimentary copy of the latest issue of the pictorial booklet "California Here I Come," featuring in full color the prize winning floats of the 1959 Pasadena Tournament of Roses.



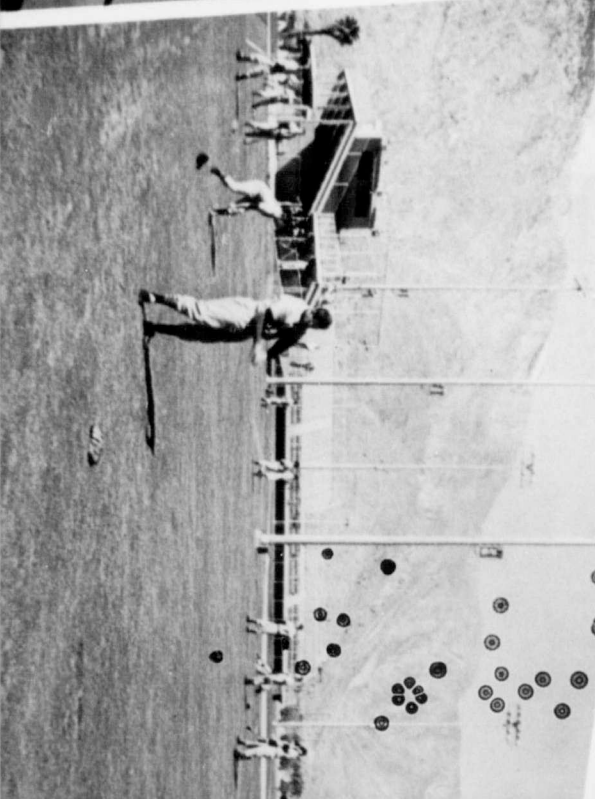
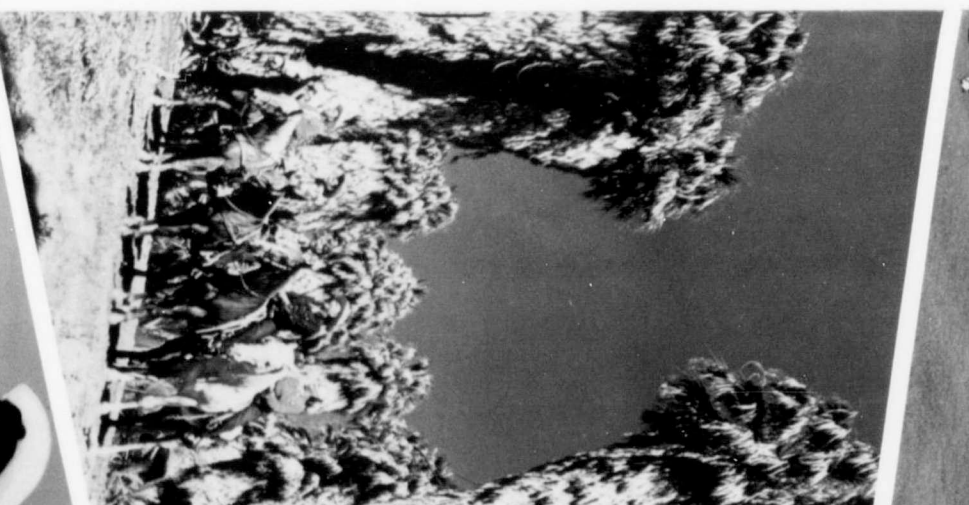
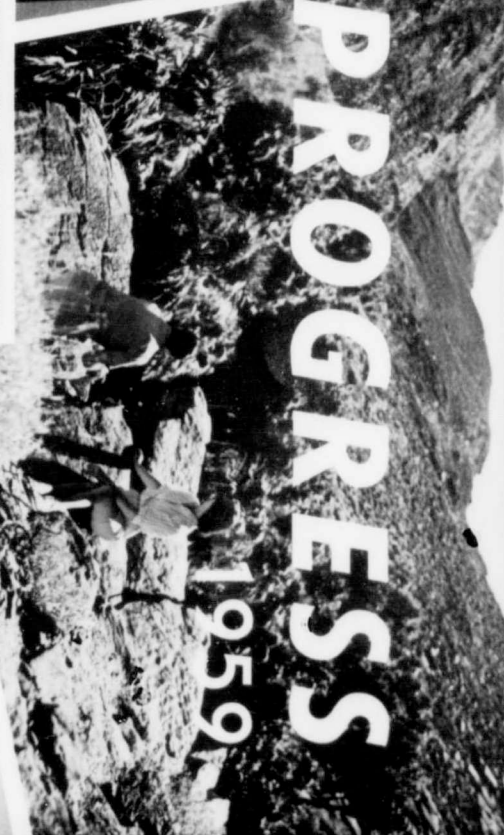
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## The Desert Sun

# DESERT PROGRESS

1959





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year-round desert living is matchless for comfort, economy, safety and convenience. The 1959 electric Medallion-Award home—whatever its price and style—is certified by California Electric Power Company to contain these aids to better living: • an electric kitchen • modern lighting • full housepower.



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• The so-lovely-to-live-with backdrop of natural desert beauty achieves its zenith at Bermuda Dunes . . . the new residential-golf club desert community near Palm Springs . . . offering a kaleidoscopic feast of color in a spectacular setting of desert and mountains. Come see the 18-hole championship golf course—designed by William F. Bell and the twin fresh-water lakes—proof of water aplenty! Pictured here are just a few of the outstanding personalities who plan to live in what they and we sincerely believe will be "the Finest in Desert Living!"

**\$795 DOWN** Full price from **\$3150**

Low monthly payments will astonish you!



FROM INDIO:  
Take U.S. 99 north to Adams St., turn left to Bermuda Dunes.  
FROM PALM SPRINGS:  
Take Highway 111 to 40th St. (Country Club Drive) at Thunderbird Golf Club, turn left to Bermuda Dunes.

• Pictured here with co-developers Ray Ryan and Ernie Dunlevie are a few well-known Bermuda Dunes personalities. From top, Pam Page and husband Charles O'Curran, Bill Holden, "King" and Mrs. Clark Gable, Gary Grant. At left, William Gargan (driving golf cart), Ed Vines (holding club).

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Sirs: Please send free color folder and full information on Bermuda Dunes. I am interested in  
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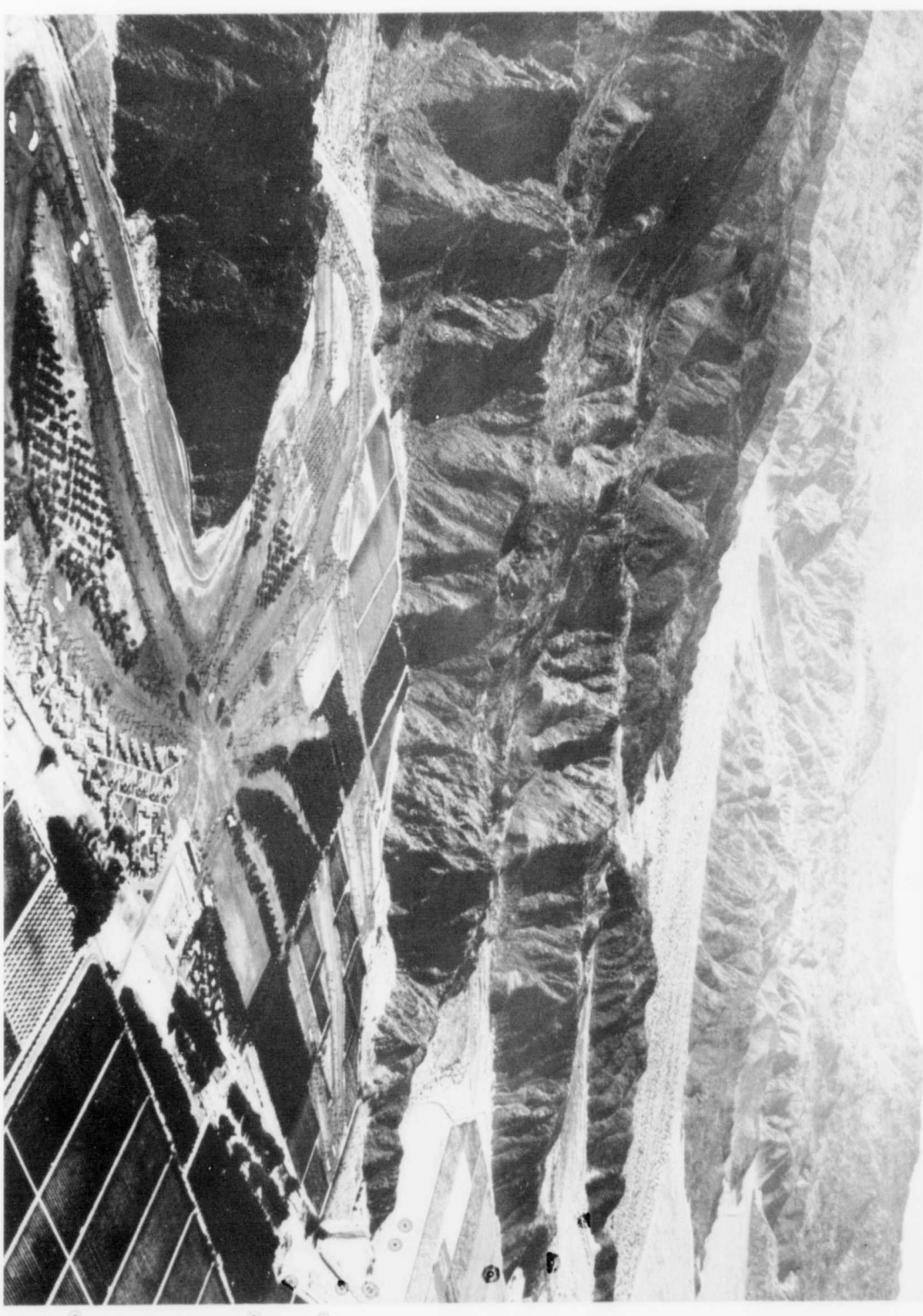


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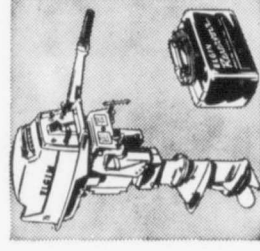
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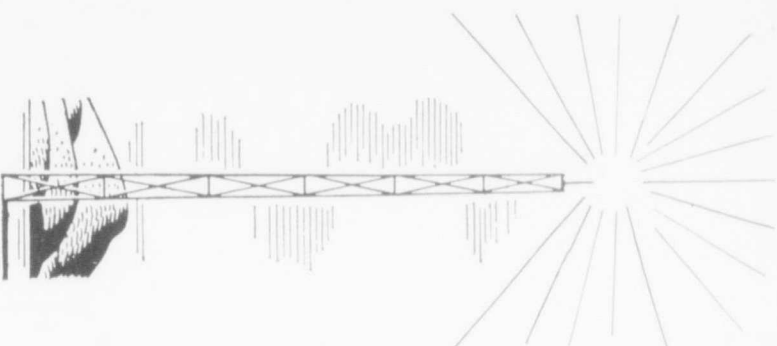


# DESERT AT DUSK



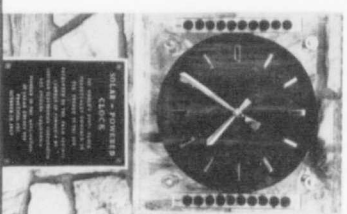
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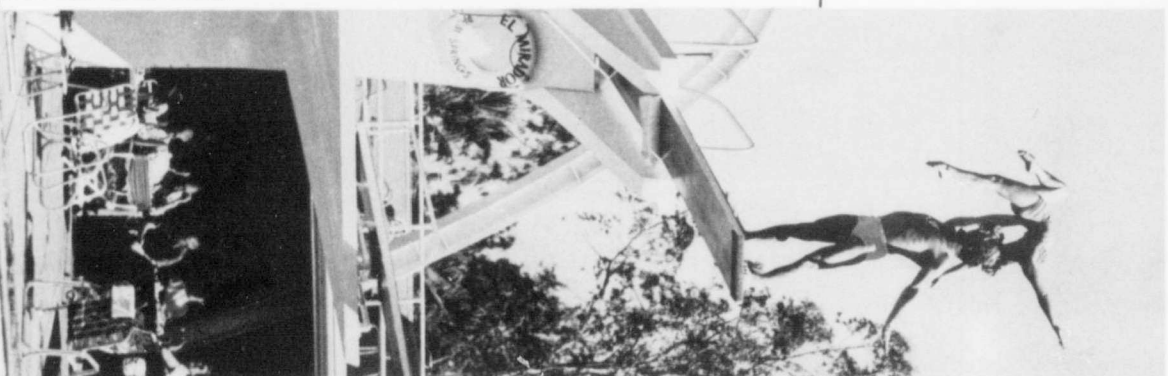
## DIAL THE BIG 1010

CBS FOR THE DESERT



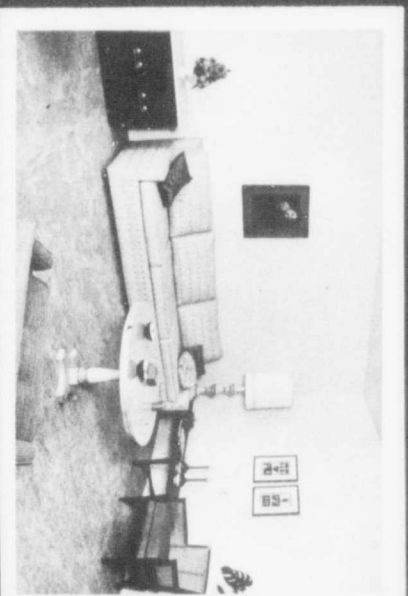
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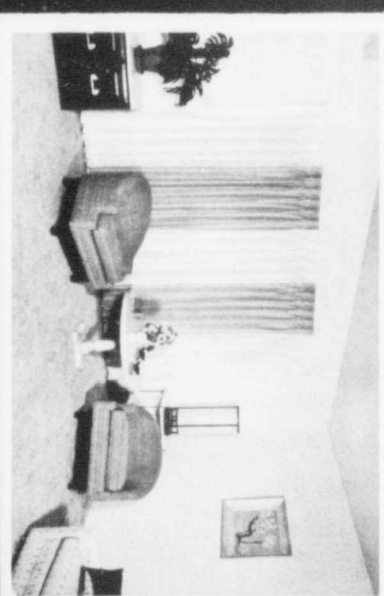
Phone Fairview 5-2865  
IRVIN PATROL & ARMORED CAR SERVICE  
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Pictured above and below is the spacious living area provided in all Shadow Village Homes. Generous wall areas have been engineered for flexible furniture arrangements. A sliding "Glass Wall" opens the living area to the patio area, the ultimate in indoor-outdoor living.

Shown right is a view of the very modern "Work-Fix" kitchen. The island eating counter provides a regular family "lunch counter". The efficient plan affords an abundance of cupboard space. A gas counter-top range and built-in oven broiler plus an electric garbage disposal and many new modern unique features are included as standard equipment.

Each of the three bedrooms are "King-Size" with large wardrobe closets. The Master Bedroom has its own bath with glassed in shower and furniture vanity with 3-way "Make-up mirror". The main bath has tub and double pullman with two large sinks. Central heating and cooling provide year around "climate-control" comfort. 17 completely different "desert designed" elevations.



# Shadow Village

Where the sun spends the winter

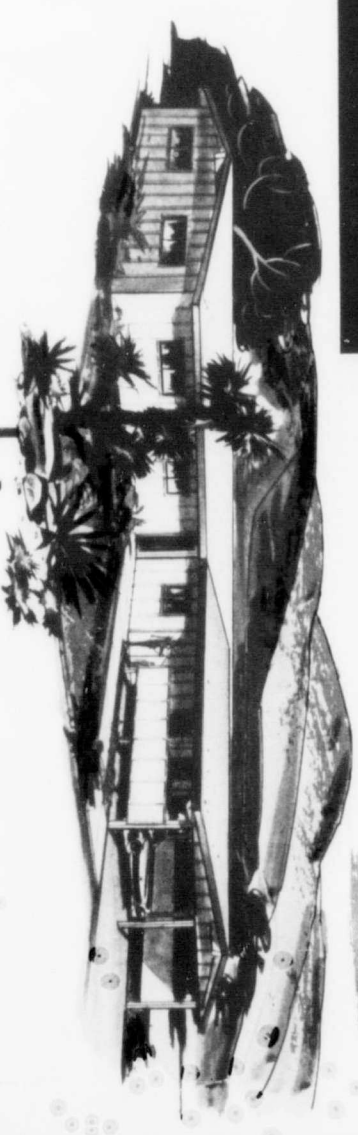
SHADOW VILLAGE represents the ultimate in land planning. Wide curved boulevards, all paved, (with concrete curbs and gutters) will wind artistically throughout the Village. Homesite layouts have been carefully planned for proper orientation of each home. Rigid restrictions have been adopted to assure increasing property values.  
Careful thought has been given to the need for recreation & family living. Also proposed is community swimming pool—tables—show ring and many other facilities in a gorgeous park setting for the use and pleasure of the residents.

## VETERANS NOTHING DOWN\*

Non-Vets Minimum Down Payment

\* Closing Cost Extra

Monthly Payments Less Than Rent Include: Principal, Interest, Taxes and Insurance, One Loan—No 2nd, No Balloon Payments.



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Tamarisk Country Club, one of the beautiful golf clubs in the great desert empire . . . the area which is fast becoming the golf capital of the world.

*Tamarisk*

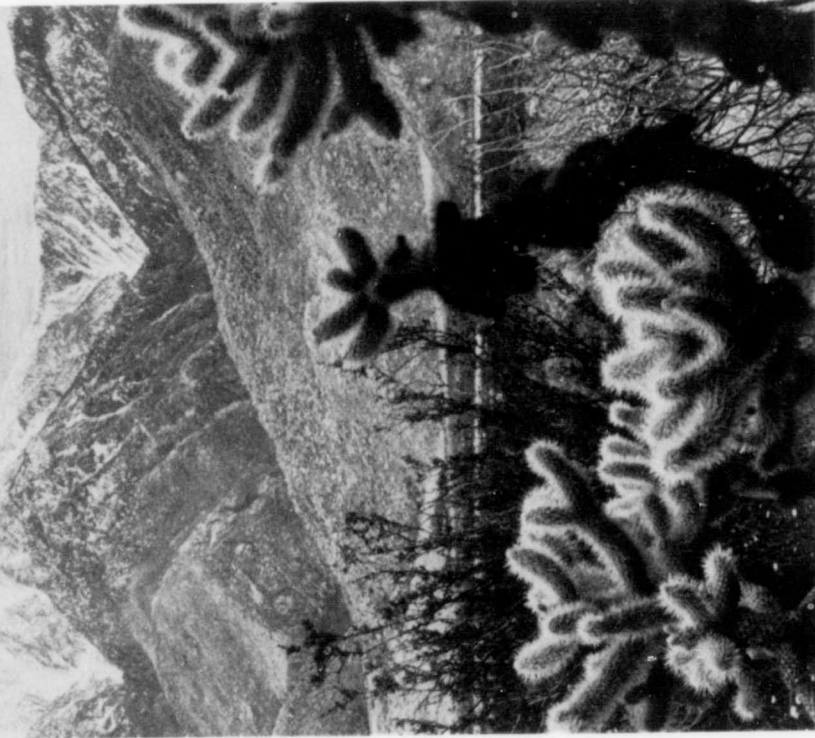


Golf Anyone?



Riding Through Picturesque Palms

Native Growth



*The Tamarisk Club*

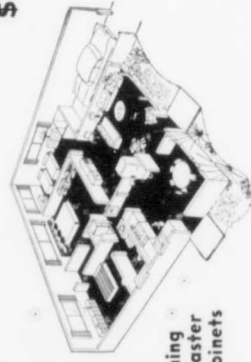
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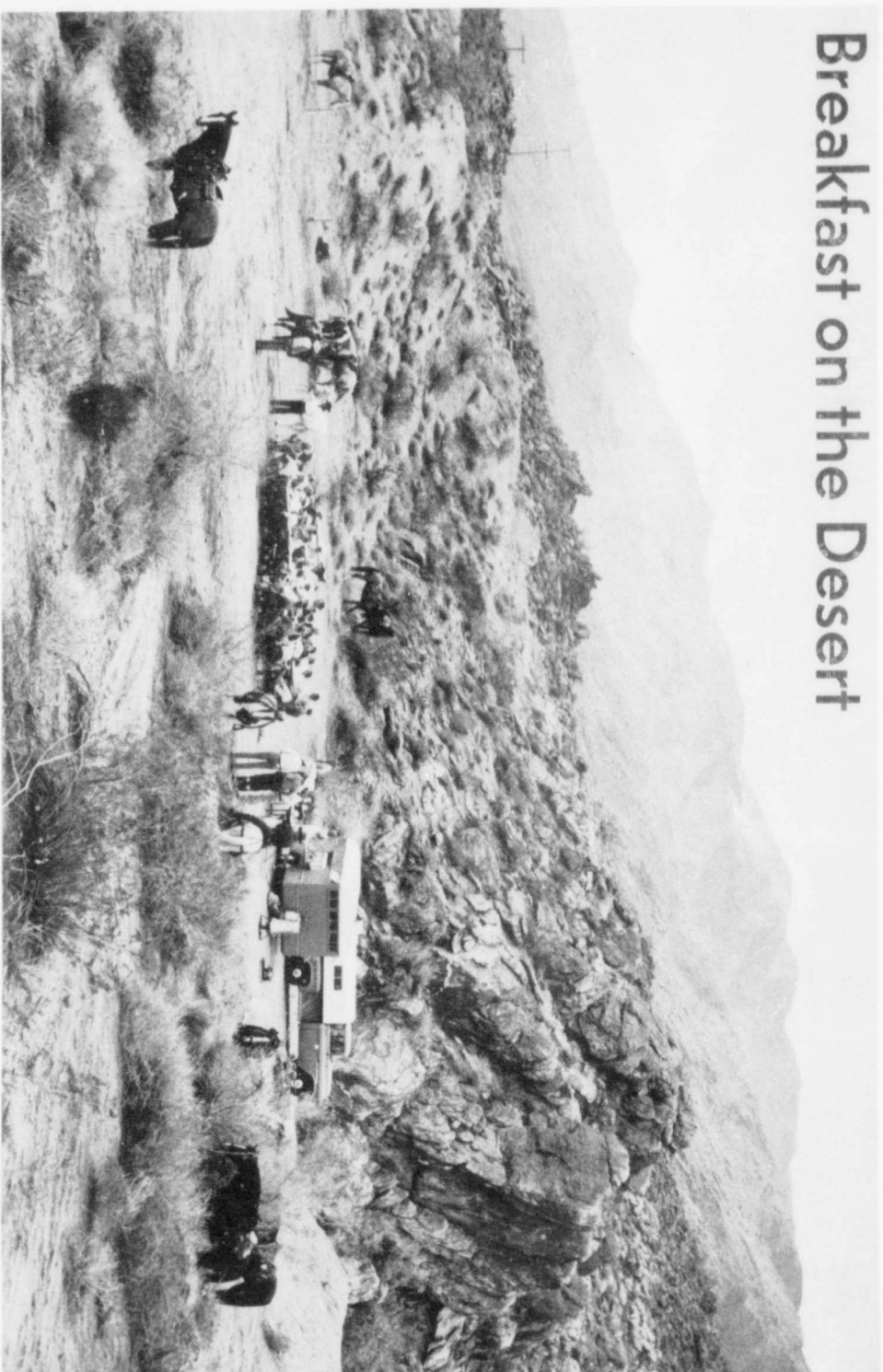
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Edith Eddy Ward



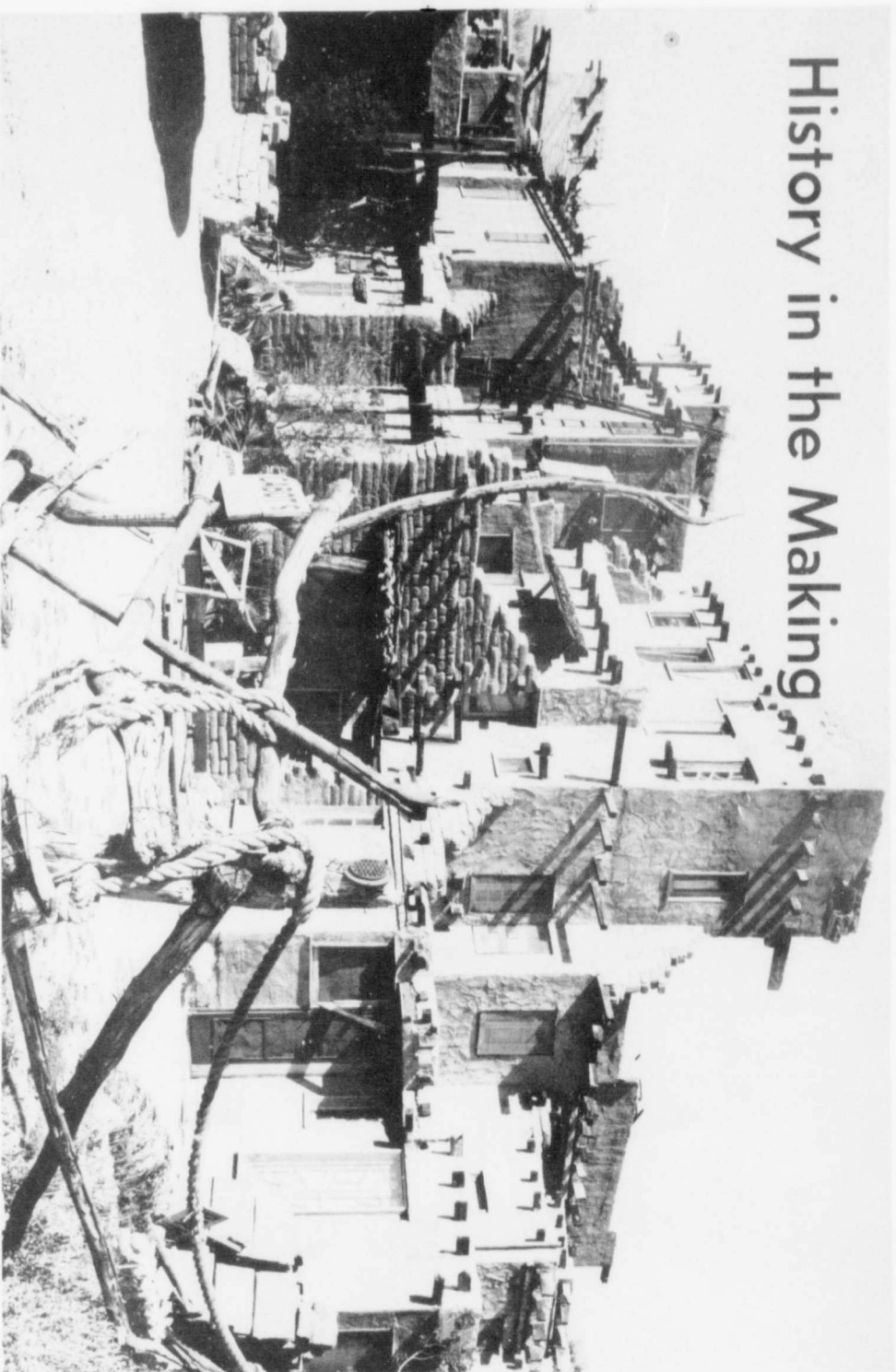
Palm Desert is 13 miles east of Palm Springs







# History in the Making



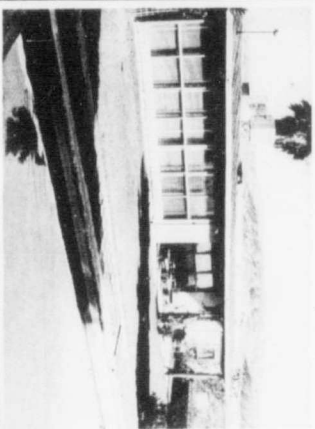
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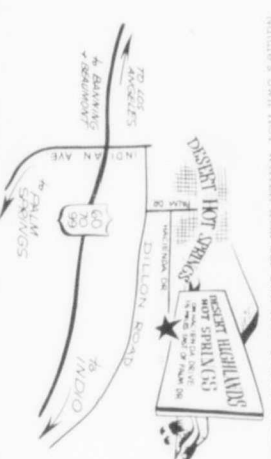
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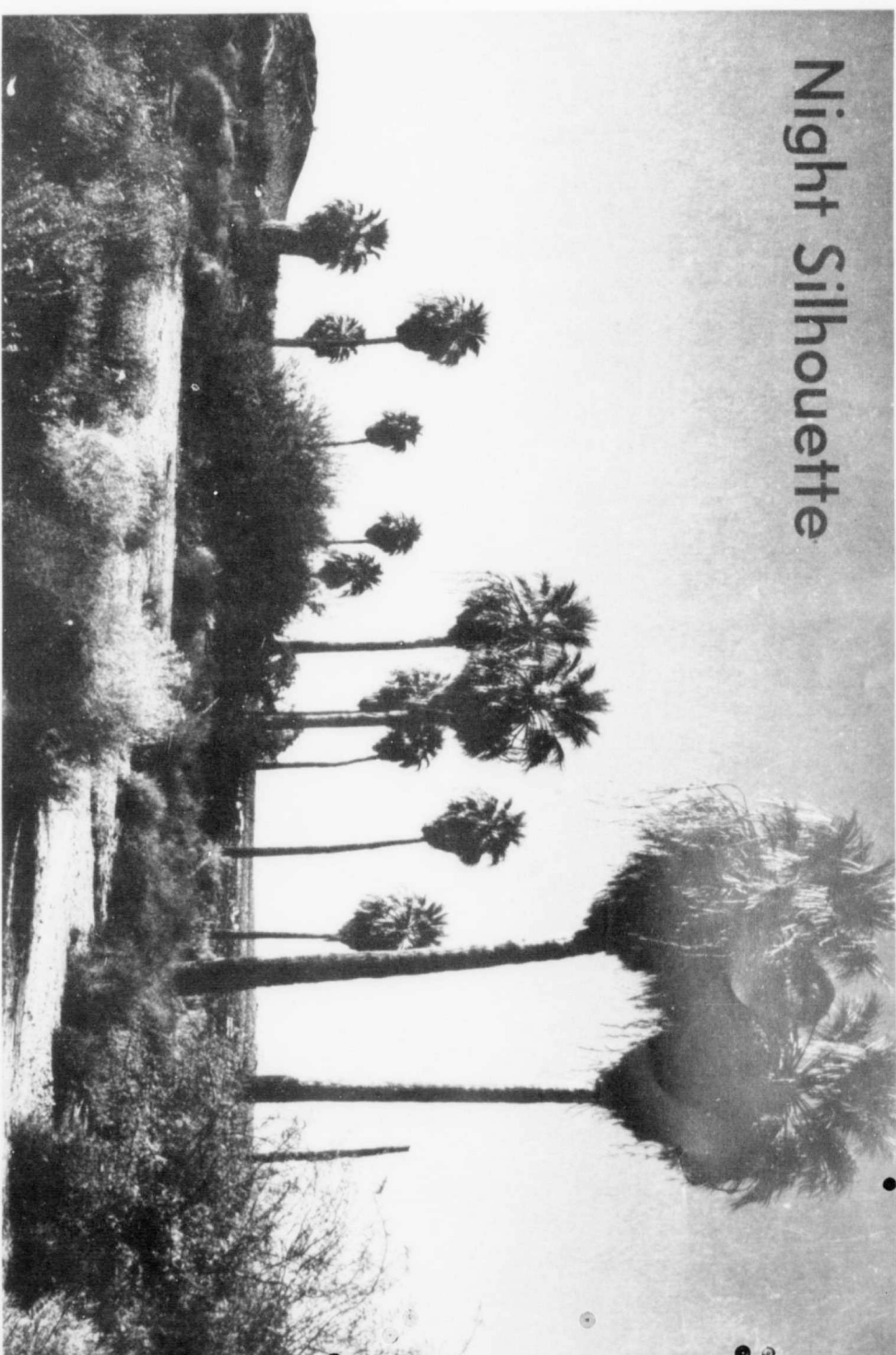
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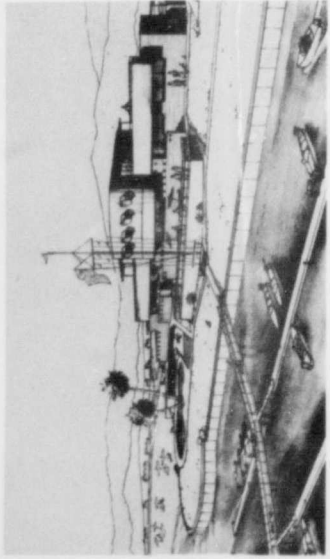
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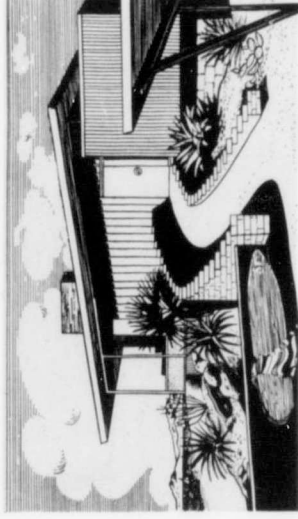
P.O. Box 498, Mecca      P.O. Box 1240, Palm Springs  
 Phone: FAirview 5-2602, Palm Springs, or  
 Desert Beach 3, North Shore Beach



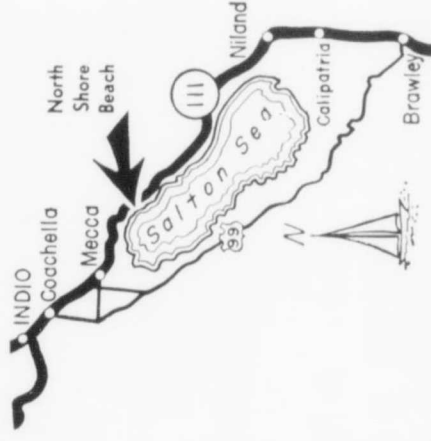
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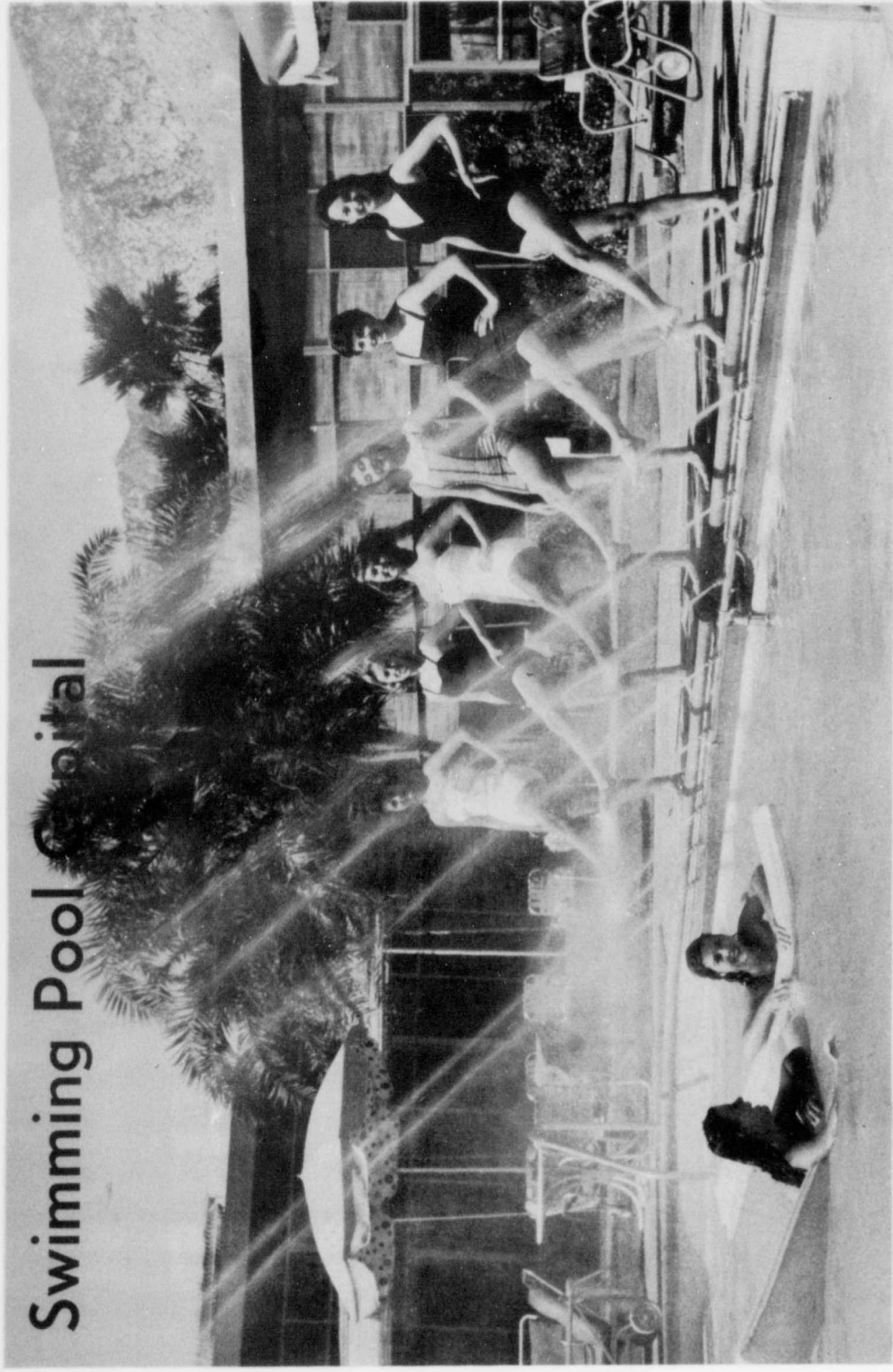
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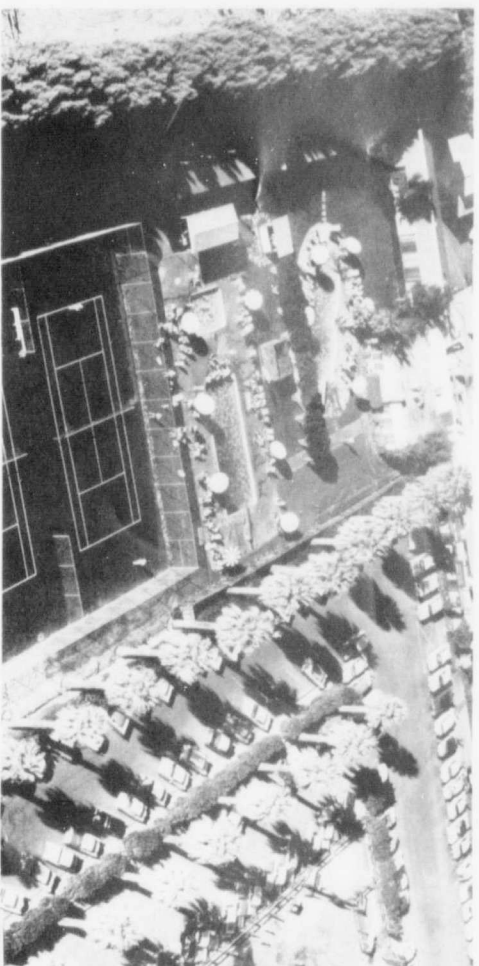


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*Tennis Courts and one of the Club's swimming pools in a magnificent setting of stately palms and Tamarisks.*

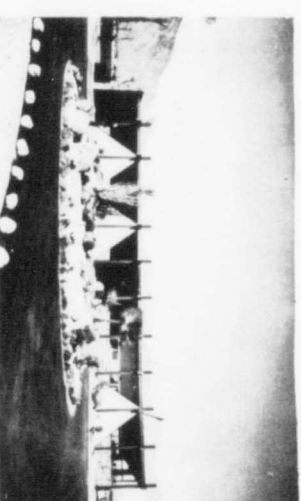
*At night: A typical room arrangement at the Ranch Club.*

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• We have spared no expense nor thought in making every effort to make these accommodations attractive and desirable. You have quiet if you want it, you can enjoy at your pleasure the recreational conveniences at the Ranch Club and if you want action you can always come to the Corral Room or the Round Up Room where we allow no one to get drowsy.



*The newly completed Ranch Golf Club house.*

## THE RANCH GOLF CLUB ANNOUNCES THE OPENING OF THE FIRST 9 HOLES OF ITS 18-HOLE GOLF COURSE

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bers and green fees for guests of members. Electric golf carts are available but are not mandatory and golf club carts are available for use by members and their guests.

### CHOICE HOMESITES AVAILABLE

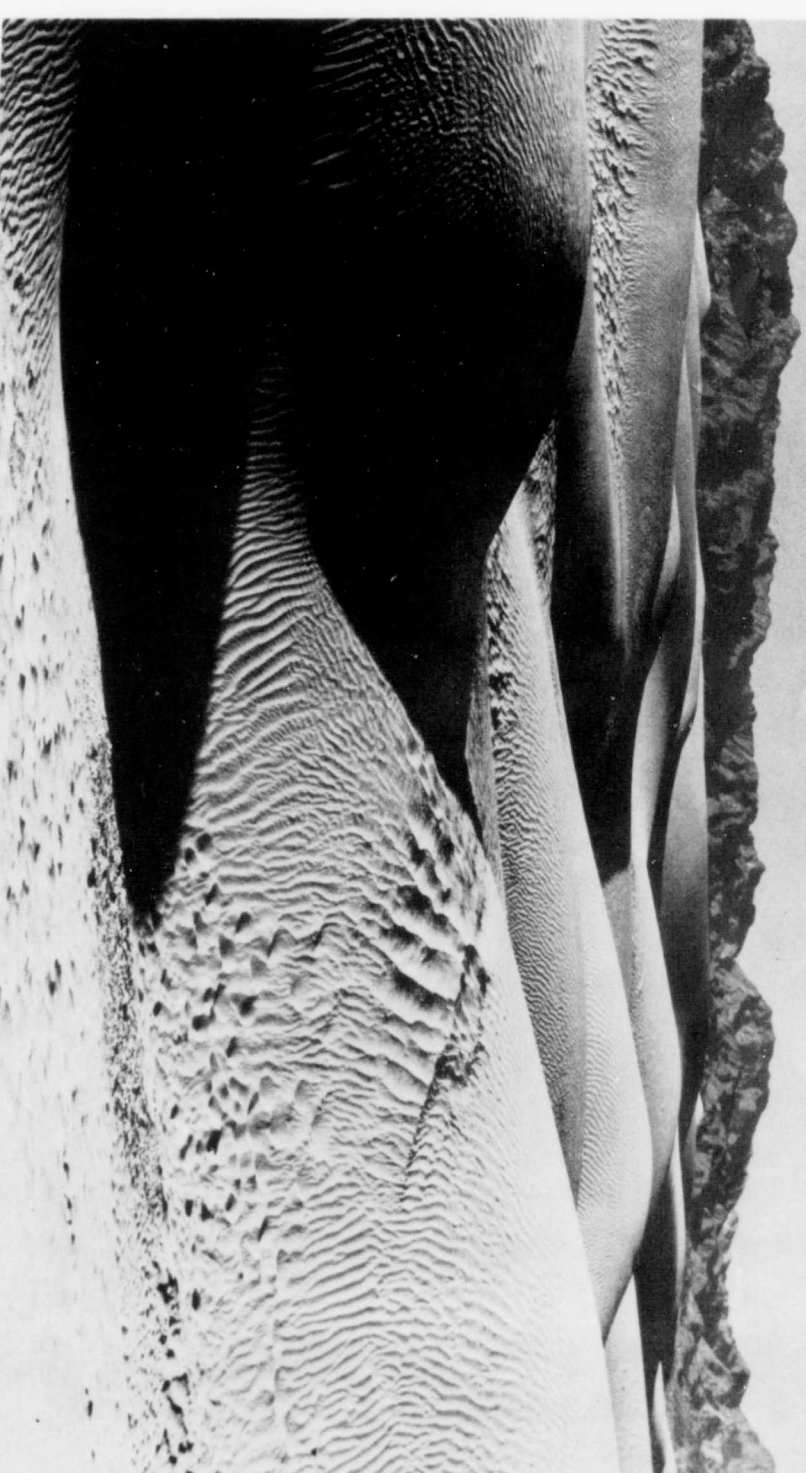
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**LOCATION:** Drive North on Sunrise to Via Escuela,  
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Your Move



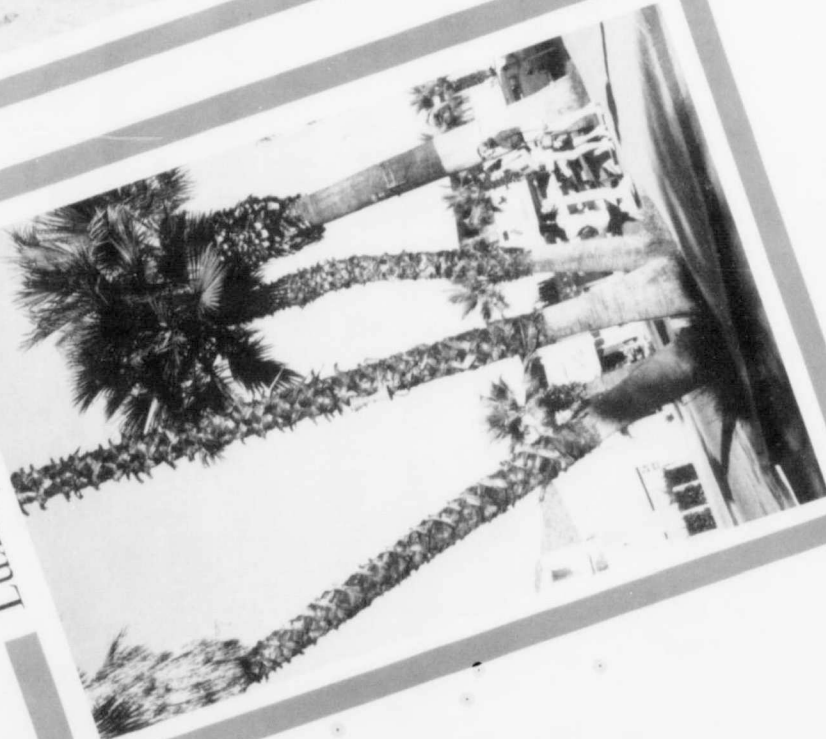
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